



**LaCroix's Newest Flavor Elicits . . .
Delightful Sips of Bliss!!
Strawberry Peach to Launch at Select Retailers**

FORT LAUDERDALE, FL . . . August 8, 2024 — LaCroix Sparkling Water by National Beverage Corp. (NASDAQ: FIZZ) today introduced its newest flavor innovation . . . *Strawberry Peach!*

LaCroix Strawberry Peach blends the sweet, vibrant taste of strawberries with the luscious, juicy flavor of peaches. Its delicious flavor captures pure freshness – *Delightful Sips of Bliss!*

“Just imagine the joy of biting into both a juicy strawberry and a delectable peach – at the same time! This appetizing combination delivers a fresh, fragrant and sweet taste,” explained a company spokesperson.

“LaCroix aspires to delight our loyal consumers with uniquely delicious taste and eye-catching packaging. Nothing brings us greater ‘bliss’ than delivering joy and good health throughout America with incomparable flavor and creative innovation!” the spokesperson concluded.

LaCroix Strawberry Peach will initially launch at select retailers and will soon be available nationwide.

LaCroix . . . *Extravagance of Taste!!*

