



NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE CORP. STATES LACROIX LEADS THE CATEGORY ON REPORTED SCANS / SALES

FORT LAUDERDALE, FL, June 29, 2020 . . . National Beverage Corp. (NASDAQ:FIZZ) today announced that the latest flavors of LaCroix, *LimonCello*, *Pastèque* and *Hi-Biscus*, have pushed the weekly scans to new highs. LaCroix achieved scanned tracked channel growth of 27.4% or 220 basis points over the category in the four-week period ended June 20, 2020 compared to the prior year. (1)

We appreciate our loyal consumers that have chosen to accompany us on this refreshing journey and are pleased that LaCroix is giving those consumers a needed boost of faith, trust and authenticity.

National Beverage Corp. will release annual earnings for the fiscal year ended May 2, 2020 on Wednesday July 1, 2020.

(1) Source - Nielsen United States xAOC



8100 SW Tenth Street
Suite 4000
Fort Lauderdale, Florida 33324

Phone: 877-NBC-FIZZ
www.nationalbeverage.com