

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

**FORM 8-K**

**CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): October 12, 2018

National Beverage Corp.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-14170

(Commission File Number)

59-2605822

(IRS Employer Identification No.)

8100 SW Tenth Street, Suite 4000  
Fort Lauderdale, Florida

(Address of Principal Executive Offices)

33324

(Zip Code)

(954) 581-0922

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 8.01 Other Events**

On October 12, 2018 the company issued a news release entitled “LaCroix Fans Outcry Loudly”. The release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibit**

(d) Exhibits

Exhibit 99.1 [News release entitled “LaCroix Fans Outcry Loudly”.](#)

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

National Beverage Corp.  
(Registrant)

Date: October 15, 2018

/s/ George R. Bracken  
George R. Bracken  
Executive Vice President – Finance  
Principal Financial Officer

**EXHIBIT INDEX**

Exhibit 99.1 News release entitled “LaCroix Fans Outcry Loudly”.



# NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

## LACROIX FANS OUTCRY LOUDLY

FORT LAUDERDALE, FL, October 12, 2018 . . . National Beverage Corp. (NASDAQ: FIZZ) is receiving emotional outcries on behalf of LaCroix.

“There is an unspoken phrase within a cult – ‘*We got each other’s back!*’ Well, there has been a loud cry of support from our LaCroix consumers embracing the brand that they love – *Don’t hurt our LaCroix!*” repeated Nick A. Caporella, Chairman and Chief Executive Officer.

Heartfelt expressions from our cult following:

“LaCroix is taking it on the chin for everyone in the sparkling water and juice industries, but this is not a fair fight. Our LaCroix is made with natural ingredients magnified through love and caring. I get a feeling of inner peace; a feeling that my LaCroix is made with ‘*Innocent*’ avowed on it. I love my LaCroix – it is an excellent product – doesn’t our *Innocent* claim mean anything?”

Essence is our picture word that means:

Nose Sensory, Aroma, Tongue Sense, Measured Taste and Mouth Feel . . . How we use and develop each of these ‘senses’ relative to all of the above is proprietary.

It is extremely rare to pop open the tab and (1) instantly ‘smell’ toasted meringue; (2) taste a tangy Florida cay Lime; and (3) on the end of the tongue sense a graham cracker flavor. That is exactly what happens when experiencing LaCroix Key Lime . . . so in National Beverage lingo, essence is – FEELINGS and Sensory Effects!

-more-



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Phone: 877-NBC-FIZZ  
[www.nationalbeverage.com](http://www.nationalbeverage.com)

*Naturally Essenced* means how we accomplish and create these feelings and taste notes (1) (2) (3) during our production process!

*All Natural* is a technical regulatory criterion that each and every ingredient must adhere to! LaCroix is developed and produced to extremely complex, high standards . . . quite separate and apart from all others!

Some beverage products from other companies that claim to be “sparkling waters” are sweetened or use artificial ingredients that aid in flavor preservation and product consistency. Although other companies may use the word “essence”, it is just their way of trying to copy LaCroix. Naturally Essenced is not a marketing ploy, but rather a core product element!

Our marketing, as is the case with all that we do, is centered on profoundness, innovation and creativity. LaCroix has a devoted fan base that is quick to share its LaCroix ‘experience’ through social media channels. LaCroix continues to expertly innovate and strives to meet changing consumer’s demands.

Our Cult, our Consumer, our Love and our *LaCroix* are . . . *Genuinely Natural!*

*Our Way is Tastefully . . .  
Sparkling !!*

*Innovation should be new – but ours has the ‘essence’ to refresh and captivate with FIZZ + Fun*

*“Patriotism” – If Only We Could Bottle It!*



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