

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 19, 2017

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.

Item 8.01 Other Events

On October 19, 2017, the Company issued a news release entitled “FIZZ Grows Stronger!!”. The release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibit

(d) Exhibits

Exhibit 99.1 News release entitled “FIZZ Grows Stronger!!”

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)

By: /s/ George R. Bracken
George R. Bracken
Executive Vice President – Finance

Date: October 20, 2017

EXHIBIT INDEX

Exhibit 99.1 [News release entitled “FIZZ Grows Stronger!!”](#)



NASDAQ: FIZZ
 For Immediate Release
 Contact: Office of the Chairman, Grace Keene

FIZZ GROWS STRONGER!!

FORT LAUDERDALE, FL, October 19, 2017 . . . National Beverage Corp. (NASDAQ:FIZZ) Chairman and Chief Executive Officer Nick A. Caporella commented on recent market volatility:

“FIZZ revenues have grown 60% over the last ten years – ALL ORGANIC GROWTH – NO ACQUISITIONS! Organic growth has now ACCELERATED!

What’s creating the volatility relative to the stock market with FIZZ? Today less than 15% of the daily volume traded on major exchanges is financially driven by company fundamentals. Over 50% of all daily exchange volume is driven by traders gambling on fleeting price moves and stocks paired with derivatives.

Are *perpetrators* stimulating self-serving movement by stating falsehoods, creating rumors and deliberately manipulating FIZZ value? We think so!

THE CERTIFIED TRUTH:

- First quarter 2018 - BEST EVER!
- Second quarter growth – STEADFAST!
- Annual revenues have now exceeded \$900 million dollars! One billion target now approaching!
- Trailing Twelve Month operating margin increases!
- Consumer excitement is fueled by LaCroix’s new flavor, Key Lime, Canadian launch and new flavor introductions for Club and Drug channels!
- No TYPICAL beverage company is delivering the fundamental financial performance of FIZZ!

- more -



8100 SW Tenth Street
 Suite 4000
 Fort Lauderdale, Florida 33324

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

Analyst pens headline that FIZZ is weak . . . what the writer advocated was to induce short sellers to stampede aboard the passive BOT trading wagon. Why? With passive investment accounting for over one-third of the market, which does not question logic if prices are equitable, BUT merely accepts the stampede-induced results! There is no governor or regulatory convenience that accesses the reasonableness of the market behavior. Where is the SEC watchdog?

FIZZ extraordinary fundamentals reflect **STRONG SUSTAINED PERFORMANCE!** Are high-frequency trading, BOT stampeded results, inflated short positions and . . . current world anxiety – stimulating strange and unprecedented circumstances?

THE OBSCURE SILVER LINING IS A UNIQUELY-INDUCED OPPORTUNITY.

If you have the opinion that I, Nick A. Caporella, am angrily exercised while extremely fortunate to be guiding FIZZ, your opinion is quite accurate!”

National Beverage’s iconic brands are the genuine essence . . . of America

“Patriotism” – If Only We Could Bottle It!

WE SPARKLE . . . AMERICA SMILES!

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks, uncertainties and other factors described in the Company's SEC filings which may cause actual results or achievements to differ from the results or achievements expressed or implied by such statements. The Company disclaims an obligation to update or announce revisions to any forward-looking statements.



8100 SW Tenth Street
Suite 4000
Fort Lauderdale, Florida 33324

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