

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 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) : March 12, 2004

National Beverage Corp.

(Exact Name of Registrant as Specified in its Charter)

DELAWARE

1-14170

59-2605822

(State of incorporation) (Commission File Number) (IRS Employer Identification
No.)

One North University Drive
Fort Lauderdale, Florida 33324
(Address of principal executive offices, including zip code)

(954) 581-0922

(Registrant's telephone number, including area code)

Item 7. Financial Statements and Exhibits

(c) Exhibit 99.1 Press release dated March 12, 2004

Item 12. Results of Operations and Financial Condition

On March 12, 2004, National Beverage Corp. issued a press release
announcing its financial results for the quarter ended January 31, 2004.
This release is furnished as Exhibit 99.1 hereto.

SIGNATURES

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

National Beverage Corp.

(Registrant)

Date: March 12, 2004

By: /s/ Dean A. McCoy

Senior Vice President -
Chief Accounting Officer

EXHIBIT INDEX

99.1 Press release dated March 12, 2004

National Beverage Corp. Increased Third Quarter Results

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--March 12, 2004--National Beverage Corp. (AMEX:FIZ) today announced results for its third quarter and nine-month period ended January 31, 2004. For the quarter, the Company reported earnings of \$1.4 million on revenues of \$107.0 million as compared to earnings of \$1.1 million on revenues of \$100.5 million for the previous year. Earnings per share were \$.04 on average common shares outstanding of 36.9 million (as adjusted for the 100% stock dividend announced February 27, 2004) versus earnings of \$.03 per share for the prior year.

For the nine-month period, earnings were \$13.8 million, or \$.38 per share (on adjusted shares), as compared to \$.35 per share for the previous year with revenues for the nine-month period ending January 31, 2004 of \$382.1 million, up from \$370.7 million for the prior year's same period.

"I am pleased that our 'numbers' are the best that have ever been reported for the third quarter," stated Nick A. Caporella, Chairman and Chief Executive Officer, "but I am more pleased that the double-digit growth of our flagship flavor brands continued during these difficult winter months. Our core brands, Shasta and Faygo, continue to outpace carbonated-soft-drink industry norms due to our Brand Dichotomization strategy in place over this past year."

"We have emerged from the winter quarter with the strongest balance sheet/cash position in the Company's history, as evidenced by our recently announced 100% stock dividend and \$1.00 per share cash dividend. Our consistent performance magnifies our resolve...to create and further enhance shareholder value," concluded Mr. Caporella.

National Beverage produces soft drinks, bottled waters, juices and juice products and is highly recognized for a line of refreshing flavors through its popular brands: Shasta(R), Faygo(R), Ritz(R), Everfresh(R), Mr. Pure(R) and LaCroix(R).

Fun & Flavor . . . the National Beverage Way

National Beverage Corp.

Consolidated Results for the Three Months and Nine Months Ended
January 31, 2004 and January 25, 2003
(in thousands, except per share amounts)

	Three Months Ended		Nine Months Ended	
	January 31, 2004	January 25, 2003	January 31, 2004	January 25, 2003
Net Sales	\$107,026	\$100,500	\$382,064	\$370,725
Net Income	\$1,356	\$1,089	\$13,827	\$12,983
Net Income Per Share: (a)				
Basic	\$.04	\$.03	\$.38	\$.35
Diluted	\$.04	\$.03	\$.36	\$.34
Average Common Shares Outstanding: (a)				
Basic	36,876	36,794	36,855	36,792
Diluted	38,163	38,148	38,146	38,110

(a) Per share amounts and average common shares outstanding have been adjusted for the 100% stock dividend announced February 27, 2004.

This press release includes forward-looking statements within the

meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include fluctuations in costs, changes in consumer preferences and other items described in the Company's Securities and Exchange Commission filings and the Company undertakes no obligations to update the forward-looking statements.

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