

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) : Sept. 17, 2003

National Beverage Corp.

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(Exact Name of Registrant as Specified in its Charter)

DELAWARE	1-14170	59-2605822
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(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  
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(Registrant's telephone number, including area code)

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Item 7. Financial Statements and Exhibits

Exhibit 99.1                      Press release dated September 17, 2003

Item 9. Information Furnished Pursuant to Item 12 of Form 8-K - Results of  
Operations and Financial Condition

The following information is being furnished under Item 12 of Form 8-K, "Results  
of Operations and Financial Condition," and is included under this Item 9 in  
accordance with SEC Release Nos. 33-8216; 34-47583.

On September 17, 2003, National Beverage Corp. issued a press release announcing  
its earnings for the quarter ended August 2, 2003. This press release is  
attached as Exhibit 99.1 and is incorporated herein by reference.

This information is not deemed to be "filed" for the purposes of Section 18 of  
the Securities Exchange Act of 1934 and is not incorporated by reference into  
any Securities Act registration statements.

SIGNATURE  
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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.  
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(Registrant)

Date: September 17, 2003

By: /s/ Dean A. McCoy  
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Senior Vice President - Controller  
and Principal Accounting Officer

EXHIBIT INDEX  
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## National Beverage Corp. Reports First Quarter Profits

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--Sept. 17, 2003--National Beverage Corp. (AMEX:FIZ) today announced results for its first quarter ended August 2, 2003. For the quarter, sales were \$145.7 million with earnings of \$8.5 million, or \$.46 per share. This compares to sales of \$142.9 million with earnings of \$8.1 million, or \$.44 per share, for the prior year.

Additional revenue growth for the quarter was curtailed by cooler temperatures and inclement conditions, along with delayed new product introductions.

"BRAND DICHOTOMIZATION/DEMOGRAPHICS will be a new revolutionary description for National Beverage's future," stated Nick A. Caporella, Chairman and Chief Executive Officer. "Witness what is occurring relative to Shasta's new... 'Shasta Shortz', a kids' beverage in a kid can(TM) created by kids. We are very fortunate that our brands, with their flavor -- quality heritage as family hallmarks, can stretch across the age spectrum," he continued.

"Bad Shasta Rita, our new lime soda for the Hispanic mom to entertain the family at dinner... is another example of our brand dichotomization opportunity," concluded 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 Ended  
August 2, 2003 and July 27, 2002  
(in thousands, except per share amounts)

	Three Months Ended	
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	August 2, July 27,	
	2003      2002	
	-----	
Net Sales	\$145,665	\$142,877
	=====	=====
Net Income	\$8,450	\$8,051
	=====	=====
Net Income Per Share:		
Basic	\$.46	\$.44
	=====	=====
Diluted	\$.44	\$.42
	=====	=====
Average Common Shares Outstanding:		
Basic	18,417	18,395
	=====	=====
Diluted	19,069	19,059
	=====	=====

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.

CONTACT: National Beverage Corp., Fort Lauderdale  
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