

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): September 9, 2010

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))

Item 2.02 Results of Operations and Financial Condition

On September 9, 2010, National Beverage Corp. issued a press release announcing financial results for the first quarter ended July 31, 2010. This release is furnished herewith as Exhibit 99.1 hereto.

Item 9.01 Financial Statements and Exhibits

(c) Exhibit 99.1 Press release dated September 9, 2010 announcing the Company's financial results for the first quarter ended July 31, 2010.

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: September 9, 2010

/s/ Dean A. McCoy
Dean A. McCoy
Senior Vice President and Chief Accounting Officer

EXHIBIT INDEX

99.1 Press release dated September 9, 2010 announcing the Company's financial results for the first quarter ended July 31, 2010.

National Beverage Corp. Reports Growth of Margin and Earnings

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--September 9, 2010--National Beverage Corp. (NASDAQ: FIZZ) today released financial results for its first quarter ended July 31, 2010.

For the first quarter:

- Revenues – \$165 million . . . up 1.4%
- Earnings – \$12.1 million . . . up 23%
- EBITDA* – \$21.5 million . . . up 19%

For the trailing twelve months:

EBITDA

Net Assets** = 39.6 % . . . up 31%

“Yesterday’s benchmarks are for yesterday . . . Today and Tomorrow’s are developing. We at National Beverage have been utilizing a couple that are sure to become ‘Tomorrow’s’ standard. Further, we were born with them . . . *in our ‘soul’!*” excitedly stated Nick A. Caporella, Chairman and Chief Executive Officer.

“While the typical revenue growth profile is constantly monitored, our *MOP-V^m* method has proven to be *key* to our results. Margin On Package-Volume matrix increases volume only if the selected volume achieves planned performance. Our shareholders have favored this method also,” continued Caporella.

“Shasta’s new media campaign in California produced great results but was somewhat hindered by unseasonably cooler weather . . . while the balance of the country sweltered in ‘stay-inside-air-conditioned’ places and consumed less!

“Our innovation and superior packaging of brands *LaCroix* and *Rip It* have driven growth while expanding our margins through this segment of our business. *Everfresh* juices and its line of single-serve beverages continue to expand through new and creative packaging along with a greater focus in regional convenience store outlets.

“Our ‘up and down the street’ performance, in all segments, has passionately been stimulated through ‘NEW’ – ‘NEW’ – ‘NEW’ – packaging, flavors and distribution motivation!” Caporella proclaimed.

“All in all, we are pleased with these first quarter results. Our 25th anniversary, while just a few weeks away, is being ‘celebrated’ with the recent mailing of our FY 2010 financials, which includes a special chronicle of events and a unique corporate review . . . wait ‘til you see it!

“Creating shareholder value may not be the *best* thing –Team National does . . . but we ‘stubbornly’ are trying to make it – that!” concluded Caporella, with a wink.

National Beverage is highly innovative, making it unique as a *pace-setter* in the changing soft-drink industry. Its lineup of refreshment products including – energy drinks, fortified powders – *SuppleNutrients*, functionally enhanced juices and waters – are geared toward the lifestyle/health-conscious consumer.

Shasta® – Faygo® – Everfresh® and LaCroix® are aligned with Rip It® energy products to make National Beverage . . . America’s *Flavor•Favorite* – soft-drink company.

Fun, Flavor and Vitality . . . the National Beverage Way

National Beverage Corp.
Consolidated Results for the First Quarters Ended
July 31, 2010 and August 1, 2009
(in thousands, except per share amounts)

	First Quarter Ended	
	July 31, 2010	August 1, 2009
Net Sales	\$ 165,030	\$ 162,831
Net Income	\$ 12,053	\$ 9,793
Net Income Per Share		
Basic	\$.26	\$.21
Diluted	\$.26	\$.21
Average Common Shares Outstanding		
Basic	46,156	46,013
Diluted	46,353	46,260

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 and risk factors described in the Company's Securities and Exchange Commission filings. The Company disclaims an obligation to update any such factors or to publicly announce the results of any revisions to any forward-looking statements contained herein to reflect future events or developments.

* EBITDA = Earnings before Interest, Taxes, Depreciation and Amortization

** Net Assets = Total Assets Excluding Cash

CONTACT:
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