

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): February 11, 2016

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))
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**Item 8.01 Other Events**

On February 11, 2016, National Beverage Corp. issued a press release announcing the introduction of new products. This release is furnished herewith as Exhibit 99.1 hereto.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibit 99.1            Press release dated February 11, 2016 announcing the introduction of new products.

**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: February 12, 2016

**EXHIBIT INDEX**

99.1            Press release dated February 11, 2016 announcing the introduction of new products.



# NEWS

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

## SHASTA'S INTRO MAKES HISTORY

### SHASTA'S (SDA)

#### A SPARKLING EVOLUTION

*First SDA with a Clean Label Introduced by National Beverage*



FORT LAUDERDALE, FL, February 11, 2016 . . . National Beverage Corp. (NASDAQ:FIZZ) yesterday unfolded another historic event deep within Shasta's traditional dominion – the introduction of the first genuine SDA (Soft-Drink Alternative). This unique transformation, four years in development, is truly revolutionary.

Shasta has duplicated all of the wonderful flavors that have charmed its loyal consumers over the past 125+ years with an SDA, but with no calories, no sodium, no sweeteners and the first 'clean label' within the beverage industry. This Shasta Sparkling beverage describes its contents as *100% all-natural ingredients, a simple formula for your life . . . Sparkling Water, Naturally Essenced - Only the Best for You!*

-more-



8100 SW Tenth Street  
Suite 4000  
Fort Lauderdale, Florida 33324

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

**“This is another historic first in the life of Shasta Beverages!” exclaimed Nick A. Caporella, Chairman and Chief Executive Officer. “Shasta (SDA) Sparkling is redefining and revolutionizing how consumers have modified their tastes for a healthier, better-for-you alternative to sweetened soft drinks.”**

One of the most significant beverage advances was the development of a crimp cap with cork seal allowing for the preservation of carbonation in a bottle. The introduction of Shasta (SDA) Sparkling compares with this significant innovation occurring long ago.

Shasta has long been recognized as a pioneer by the beverage industry. Among its ‘firsts’ –

- 1889 – first to bottle mineral water
- 1890-1891 – first to ship water to bottling plants in redwood-lined railroad tank cars
- 1900’s – first to develop flavored beverages
- 1947 – first to use steel cans for beverages
- 1950’s – first to introduce diet drinks
- 1960’s – first to use 12oz. aluminum cans
- 1970’s – first to replace sugar with HFCS
- 2004 – first to convert entire diet line to Splenda
- 2016 – first to develop a SDA with a ‘clean label’

**“America is more than ready today for the true meaning behind this new beverage: Clean Label Ready!” Caporella concluded.**

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

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

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

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 are 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.



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