

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): March 12, 2015

National Beverage Corp.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-14170

(Commission File Number)

8100 SW Tenth Street, Suite 4000

Fort Lauderdale, Florida

(Address of Principal Executive Offices)

59-2605822

(IRS Employer Identification No.)

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 2.02 Results of Operations and Financial Condition**

On March 12, 2015, National Beverage Corp. issued a press release announcing financial results for the periods ended January 31, 2015. This release is furnished herewith as Exhibit 99.1 hereto.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibit 99.1            Press release dated March 12, 2015 announcing the Company's financial results for the periods ended January 31, 2015.

**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: March 13, 2015

/s/ Gregory P. Cook  
Gregory P. Cook  
Vice President - Controller and Chief Accounting Officer

**EXHIBIT INDEX**

99.1            Press release dated March 12, 2015 announcing the Company's financial results for the periods ended January 31, 2015.



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

**NATIONAL BEVERAGE CORP.**  
**CONTINUES . . . TO SPARKLE!**

FORT LAUDERDALE, FL, March 12, 2015 . . . National Beverage Corp. (NASDAQ: FIZZ) today reported results for periods ended January 31, 2015.

For the Trailing Twelve Months Ended January (in millions except EPS) –

	Sales	Net Income	EBITDA*	EPS
2015	\$645.6	\$49.1	\$83.8	\$1.05
2014	\$644.7	\$43.8	\$77.7	\$0.93

“FY2015 will be acknowledged as our ‘Discovery’ year! We have validated our ‘potential’ as the domestic sparkling water innovator/leader in North America,” stated Nick A. Caporella, Chairman and Chief Executive Officer.

- April 2014 roll-out confirms LaCroix Cúrate as a category leader across America.
- Outstanding LaCroix summer performance for a major retailer throughout the USA!
- October – Successful major launch in Chicago DSD market of Cúrate and introduction of LaCroix’s latest theme, *NiCola*.
- December – Consumers report that *NiCola*, a cola-essenced sparkling water ‘*Innocent*’ of all consumer biased (challenged) ingredients, is their real choice!
- February 2015 – New LaCroix ‘Fitness’ package goes nationwide in major drug chain.
- March – National Beverage announces best overall ‘winter’ quarter ever!

For the Nine Months Ended January (in millions except EPS) –

	Sales	Net Income	EBITDA*	EPS
2015	\$481.2	\$37.1	\$65.4	\$0.80

-more-



8100 SW Tenth Street  
 Suite 4000  
 Fort Lauderdale, Florida 33324

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

**“If we had to choose the most profound of our learning experiences in this, our ‘Discovery’ year, I would say it was confirmation that our pledge to the health and wellness of our consumer outweighed short-term earnings growth. The explosive growth of Cúrate 8-pack both surprised and delighted retailers. The *NiCola* trials pushed the sparkling water ‘crossover’ to experiment in the Chicago cola ‘experience’! Exciting – no doubt about it . . .**

**Shortly, our new Shasta Sparkling Water (with its secret ingredient) will be in the market. Shasta’s fabled flavors, in a great-tasting health and wellness package, will continue to keep our (126 year) loyalists content and healthier without sacrificing their favorite flavor,” continued Caporella.**

**“The most endearing of this fact-proving period has been the comments written by the launch respondents of the Chicago ‘experience’! The overwhelming response for the package optics, the invigorating ‘essence’ and the most assuring praise for the flavor – has, most excitingly, heightened the future promise of our Company!**

***NiCola* . . . a cola-flavored, ‘Innocent’ sparkling water for the penchant cola enthusiast – in such a stunning, patriotic tall can, too!” concluded a delighted and proud Caporella.**

**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***

***-more-***



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