

National Beverage Corp

11:54 07 Dec 2018

National Beverage misses on 2Q estimates as it combats LaCroix seltzer scandal

National Beverage Corp (NASDAQ:FIZZ) reported disappointing fiscal second-quarter earnings in the aftermath of a seltzer scandal.

The beverage company reported earnings of \$0.88 per share compared with \$0.72 per share in the previous second-quarter, but it came below consensus estimates of \$0.92 per share.

Class action lawsuit filed in Chicago

Quarterly revenue totaled \$260.71 million compared with \$244.12 million a year ago, just slightly missing analysts' estimates.

CEO Nick A. Caporella admitted that an "outrageous and unfounded lawsuit filed October 1st severely affected shareholder value."

READ: Johnson Outdoors' fishing business holds up in 'seasonally slow' fourth quarter

A class-action lawsuit was filed in Chicago alleging that the company's carbonated favorite LaCroix was not as "all natural" as the company had claimed and contained an ingredient that was also found in roach poison.

LaCroix sales in the US have skyrocketed in recent years, increasing by 667% between 2012 and 2018, according to a Quartz report.

"The strength of our brand and the support of our consumers allowed LaCroix to successfully weather storms directed against it and the industry in general," said Caporella in the company's press release.

Caporella ended the release with a show of gratitude to LaCroix fans who stood behind the brand.

Shares of LaCroix were up around 3.5% to \$87.28 in Friday morning trading.

Contact Lenore Fedow at lenore@proactiveinvestors.com
Follow her on Twitter: [@LenoreMariee](https://twitter.com/LenoreMariee)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

Price: US\$42.06

Market Cap: US\$1961.91M

1 Year Share Price Graph



Share Information

Code: FIZZ

Listing: NASDAQ

52 week High Low
\$127.32 \$40.13

Sector: Retail [new T2]

Website: ir.nationalbeverage.com

Company Synopsis:

National Beverage Corp (NASDAQ:FIZZ), through its subsidiaries, develops, produces, markets, and sells a portfolio of waters, juices, energy drinks, and carbonated soft drinks primarily in the United States and Canada.

Author:

Proactive Investors Ltd

+44 (0)207 989 0813

action@proactiveinvestors.com

Proactive Investors is a publisher and is not registered with or authorised by the Financial Conduct Authority (FCA). You understand and agree that no content published constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including company related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.