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Performance

LaCroix Sparkling Water Is A Billion Dollar Brand Hiding Within A Billion Dollar Market Cap Company - 45% Upside

Aug. 12, 2015 9:21 AM ET | About: [National Beverage Corp. \(FIZZ\)](#), Includes: [KO](#)

Disclosure: I am/we are long FIZZ. ([More...](#))

Summary

- LaCroix is the market leading, fastest growing brand in the sparkling water segment - few investors realize what this means.
- Recent, significant media coverage of the LaCroix brand confirms the growth story.
- LaCroix sales volume is on the threshold of "breaking through" and creating top line sales growth at National Beverage - I expect this to occur in fiscal year 2016.
- Expect a special dividend of between \$2 and \$3 this year - something very similar in size to the \$2.55 paid out in 2012.
- I see 45% intermediate-term upside for National Beverage shareholders.

Reporting from my vacation in Colorado:

While I had planned to take the full week off and complete this article upon my return to Chicago, the extent to which LaCroix seems to have caught on as a phenomenon in the Denver area (just as it has in Chicago), has left me too excited to wait. After months of collecting notes, articles and references, I have decided to put my "fingers to the keyboard."

From under-the-radar growth story to full market recognition

If fiscal year 2015 was a year of growth, testing and development for the LaCroix brand, I am convinced that fiscal year 2016 will be the "breakout" year - the year when LaCroix will be fully and widely recognized as the fastest growing, market leading brand in sparkling water - a beverage segment that is expected to grow at a compound rate of 17% over the next five years.

This article will be a continuation of my prior coverage of National Beverage (NASDAQ:FIZZ). It will be tightly focused on National Beverage's LaCroix brand, as I believe this story is the most critical element to understanding National Beverage's value.

Read more here: <http://seekingalpha.com/article/3431876-lacroix-sparkling-water-is-a-billion-dollar-brand-hiding-within-a-billion-dollar-market-cap-company-45-percent-upside>