
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 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): **April 25, 2017**

Monster Beverage Corporation

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

0-18761

(Commission File Number)

47-1809393

(IRS Employer Identification No.)

1 Monster Way

Corona, California 92879

(Address of principal executive offices and zip code)

(951) 739 - 6200

(Registrant's telephone number, including area code)

N/A

(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:

- 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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On Tuesday, April 25, 2017, Monster Beverage Corporation (the “Company”) issued a press release, attached hereto as exhibit 99.1, announcing that Rodney C. Sacks, Chairman and Chief Executive Officer of the Company, will speak at the 2017 Beverage Forum in Chicago, IL on Thursday, April 27, 2017.

Mr. Sacks’ interview will be broadcast to all interested parties through a live webcast at approximately 1:15 p.m. Central Time. Advance registration is required, which can be accessed at www.monsterbevcorp.com, under the “Events & Presentations” section. During his interview, Mr. Sacks may make observations regarding the Company’s business and operations (including, but not limited to, such topics as the energy drink category in the United States and internationally, the Company’s relationship with its primary distribution partner, new product developments, recent sponsorships and opportunities in the United States and internationally). For those who are not able to listen to the live broadcast, an archive of the webcast will also be available on the Company’s website for approximately one year.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

The following exhibit is furnished herewith;

Exhibit 99.1 Press Release of the Company issued on April 25, 2017 announcing Rodney C. Sacks’ interview at the 2017 Beverage Forum.

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 hereunto duly authorized.

Monster Beverage Corporation

Date: April 25, 2017

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg
Vice Chairman of the Board of Directors,
President and Chief Financial Officer



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NEWS
RELEASE

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**MONSTER BEVERAGE CHAIRMAN AND CEO RODNEY C. SACKS
TO BE ONE OF THE KEYNOTE SPEAKERS AT 2017 BEVERAGE FORUM**

— *Sacks' Interview to be Webcast Live April 27 at 1:15 p.m. Central Time* —

Corona, CA — April 25, 2017 — Rodney C. Sacks, Chairman and Chief Executive Officer of Monster Beverage Corporation (NASDAQ: MNST), will be one of the keynote speakers at the 2017 Beverage Forum in Chicago, IL.

Sacks' interview will be broadcast live on April 27, 2017 at 1:15 p.m. Central Time (11:15 a.m. Pacific Time). Advance registration is required, which can be accessed at www.monsterbevcorp.com, under the "Events & Presentations" section. For those who are not able to listen to the live broadcast, the event will be archived for approximately one year on the website.

Monster Beverage Corporation

Based in Corona, California, Monster Beverage Corporation is a holding company and conducts no operating business except through its consolidated subsidiaries. The Company's subsidiaries develop and market energy drinks, including Monster Energy® energy drinks, Monster Energy Extra Strength Nitrous Technology® energy drinks, Java Monster® non-carbonated coffee + energy drinks, Monster Rehab® non-carbonated energy drinks with electrolytes, Muscle Monster® Energy Shakes, Übermonster® energy drinks, NOS® energy drinks, Full Throttle® energy drinks, Bum® energy drinks, Samurai® energy drinks, Relentless® energy drinks, Mother® energy drinks, Power Play® energy drinks, BU® energy drinks, Nalu® energy drinks, BPM® energy drinks, Gladiator® energy drinks, and Ultra® energy drinks. The Company's subsidiaries also develop and market Mutant® Super Soda drinks. For more information, visit www.monsterbevcorp.com.

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