

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3548 /January 28, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-17042

In the Matter of

DC BRANDS INTERNATIONAL, INC.

ORDER TO SHOW CAUSE,
POSTPONING HEARING AND
SCHEDULING PREHEARING
CONFERENCE

On January 11, 2016, the Securities and Exchange Commission issued an order instituting proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that Respondent has securities registered with the Commission and is delinquent in its periodic filings. A hearing is scheduled to commence on February 8, 2016.

On January 22, 2016, the Division of Enforcement filed a declaration of service establishing that Respondent was served with the OIP on January 14, 2016, in accordance with Rule of Practice 141(a)(2)(ii), 17 C.F.R. § 201.141(a)(2)(ii). Because service was made by mail, Respondent's answer to the OIP was due January 27, 2016. *See* OIP at 2; 17 C.F.R. §§ 201.160(b), .220(b). To date, Respondent has not answered the OIP. Additionally, on January 22, 2016, the Division filed a motion to convert the hearing to a prehearing conference.

I ORDER that Respondent shall SHOW CAUSE by February 8, 2016, why this proceeding should not be determined against it due to its failure to file an answer or otherwise defend this proceeding. I FURTHER ORDER that the hearing scheduled for February 8, 2016, is POSTPONED, and a telephonic prehearing conference shall be held on February 9, 2016, at 3:00 p.m. EST.

If Respondent fails to respond to this order or attend the prehearing conference, it will be deemed to be in default, the proceeding will be determined against it, and the registration of its securities will be revoked. *See* OIP at 2-3; 17 C.F.R. §§ 201.155(a)(1)-(2), .220(f), .221(f).

James E. Grimes
Administrative Law Judge