

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3593 /February 10, 2016

ADMINISTRATIVE PROCEEDING  
File No. 3-17042

In the Matter of

DC BRANDS INTERNATIONAL, INC.

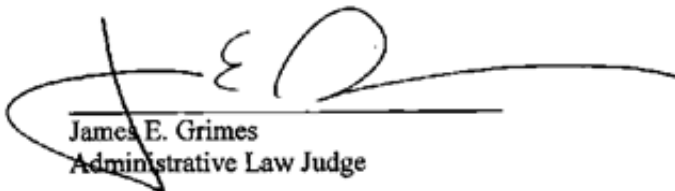
ORDER FOLLOWING  
PREHEARING CONFERENCE

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.

Respondent was served with the OIP on January 14, 2016, and its answer was due by January 27, 2016. *DC Brands Int'l, Inc.*, Admin. Proc. Rulings Release No. 3548, 2016 SEC LEXIS 300 (ALJ Jan. 28, 2016). After Respondent failed to file a timely answer, I ordered Respondent to 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. *Id.* To date, Respondent has not filed an answer or responded to the show cause order.

I held a telephonic prehearing conference on February 9, 2016. Counsel for the Division of Enforcement and a representative for Respondent appeared. During the conference, I granted Respondent's request to extend the time to file an answer.

Respondent shall file an answer to the OIP and respond to the show cause order by February 17, 2016. If Respondent fails to file an answer by this date, 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)(2), .220(f).

  
James E. Grimes  
Administrative Law Judge