

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 72662 / July 24, 2014

Admin. Proc. File No. 3-15758

In the Matter of

PREMIER BEVERAGE GROUP CORP.

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Premier Beverage Group Corp., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,¹ that the initial decision of the administrative law judge² has become the final decision of the Commission with respect to Premier Beverage Group Corp. The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Section 12(j) of the Securities Exchange Act of 1934, the registration of each class of registered securities of Premier Beverage Group Corp. is revoked.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Lynn M. Powalski
Deputy Secretary

¹ 17 C.F.R. § 201.360(d).

² *Premier Beverage Group Corp.*, Initial Decision Rel. No. 611 (June 11, 2014), 109 SEC Docket 02, 2014 WL 936144. The stock symbol and Central Index Key number are PBGC and 1253557 for Premier Beverage Group Corp.