

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

February 18, 2021

In the Matter of

Affinity Beverage Group, Inc.

File No. 500-1

**ORDER OF SUSPENSION OF
TRADING**

It appears to the Securities and Exchange Commission that the public interest and the protection of investors require a suspension in the trading of the securities of Affinity Beverage Group, Inc. (“ABVG” or “the Company”) (CIK 0000007059) because of questions regarding the accuracy and adequacy of information in the marketplace about the Company and the market for its securities. Since late January 2021, ABVG’s share price and trading volume have increased in the absence of any publicly available news or current information from the Company, and certain social media accounts may be engaged in a coordinated attempt to artificially influence ABVG’s share price.

ABVG’s common stock is quoted and traded on OTC Link, whose parent company is OTC Markets Group, Inc., under the ticker symbol ABVG and was eligible for the “piggyback” exception of the Exchange Act Rule 15c2-11(f)(3).

The Commission is of the opinion that the public interest and the protection of investors require a suspension of trading in the securities of the above-listed Company.

THEREFORE, IT IS ORDERED, pursuant to Section 12(k) of the Securities Exchange Act of 1934, that trading in the securities of the above-listed Company is suspended for the period from 9:30 a.m. EST on February 19, 2021, through 11:59 p.m. EST on March 4, 2021.

By the Commission.

Vanessa A. Countryman
Secretary