

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 58453 / September 3, 2008

Administrative Proceeding
File No. 3-13158

In the Matter of Continental Beverage and Nutrition, Inc.

The U.S. Securities and Exchange Commission today instituted public administrative proceedings against Continental Beverage and Nutrition, Inc. (Continental) to determine whether the registration of each class of its securities should be revoked or suspended for a period not exceeding twelve months for failure to file required periodic and other reports. In the Order, the Division of Enforcement (Division) alleges that Continental is delinquent in its required periodic and other filings with the Commission.

In these proceedings, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (Exchange Act), a hearing will be scheduled before an Administrative Law Judge. At the hearing, the judge will hear evidence from the Division and the respondent to determine whether the Division's allegations contained in the Order, which the Division alleges constitute failures to comply with Section 13(a) of the Exchange Act and Rules 13a-1, 13a-11 and 13a-13 thereunder, are true. The judge in the proceeding will then determine whether the registration of Continental's securities pursuant to Section 12 of the Exchange Act should be revoked or suspended for a period not exceeding twelve months. The Commission ordered that the Administrative Law Judge in these proceedings issue an initial decision not later than 120 days from the date of service of the Order.