

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **June 15, 2017**

PACIFIC VENTURES GROUP, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

000-54584
(Commission
File No.)

75-2100622
(IRS Employer
Identification No.)

117 West 9th Street, Suite 316,
Los Angeles, California
(Address of principal executive offices)

90015
(Zip Code)

(310) 392-5606

Registrant's telephone number, including area code

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 1.01. Entry into a Material Definitive Agreement

On June 12, 2017, Pacific Ventures Group, Inc. (the "Company"), entered into a material definitive agreement to acquire 100% member interest in Healthy Foods Markets LLC, a Carson, California based healthy food and grocery retailer. The information set forth in Item 2.01 below with respect to the Purchase Agreement, as amended, and the as defined in Item 2.01, is incorporated by reference into this Item 1.01.

Item 2.01. Completion of Acquisition or Disposition of Assets.

On June 13, 2017, Pacific Ventures Group, Inc. (the "Company"), completed its acquisition of (the "Acquisition") of Healthy Foods Markets LLC (the "business") from undisclosed and unrelated third-party seller (the "Seller"), under its reported Purchase and Sale Agreement (the "Purchase Agreement") by and among the Seller and the Company, dated as of June 12, 2017. The aggregate consideration for the Acquisition was certain amount of shares of the Company's common stock. The shares issued are subject to a four year lock up and leak out agreement.

The Company believes the acquisition of the business is a right step because it will serve as a fulfilment center for the Snobar products and create additional and immediate revenue and exposure for the company.

Item 9.01. Financial Statements and Exhibits.**(a) Financial Statements of Business Acquired.**

Information required by this Item 9.01(a) will be filed within the required 71 days from acquisition date.

(b) Pro Forma Financial Statements.

Information required by this Item 9.01(b) will be filed within the required 71 days from acquisition date.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: June 15, 2017

PACIFIC VENTURES GROUP, INC.

By: /s/ Shannon Masjedi
Shannon Masjedi
President and CEO
