

UNITED STATE
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): December 28, 2016

THE PULSE BEVERAGE CORPORATION
(Exact name of registrant as specified in its charter)

Nevada	000-53586	36-4691531
----- (State or other jurisdiction of incorporation)	(Commission File No.)	(IRS Employer Identification No.)
	11678 N. Huron Street Northglenn, CO 80234	
	----- (Address of principal executive offices, including Zip Code)	

Registrant's telephone number, including area code: (720) 382-5476

N/A
(Former name or former address if changed since last report)

Check 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))

Item 1.01 Entry Into a Material Definitive Agreement

On December 28, 2016, Pacific Bottleworks Company purchased the rights, for a cash payment of \$181,000, to manufacture and distribute the Company's Natural Cabana lemonade and Natural Cabana limeade products in Canada.

Item 2.01 Completion of Acquisition or Disposition of Assets

See Item 1.01 of this report.

SIGNATURES

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.

Date: January 4, 2017

THE PULSE BEVERAGE CORPORATION

By: */s/ Robert E. Yates*

Robert E. Yates, Chief Executive Officer