

SECURITIES AND EXCHANGE COMMISSION

FORM SC 13G

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions

Filing Date: **2013-01-09**
SEC Accession No. [0001193125-13-007759](#)

([HTML Version](#) on [secdatabase.com](#))

SUBJECT COMPANY

Pacific Ventures Group, Inc.

CIK:[882800](#) | IRS No.: [752100622](#) | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **SC 13G** | Act: **34** | File No.: [005-47725](#) | Film No.: [13519727](#)
SIC: **6331** Fire, marine & casualty insurance

Mailing Address
*9160 SOUTH 300 WEST,
SUITE 101
SANDY UT 84070*

Business Address
*9160 SOUTH 300 WEST,
SUITE 101
SANDY UT 84070
801-706-9429*

FILED BY

KNIGHT CAPITAL AMERICAS LLC

CIK:[1457716](#) | IRS No.: [264219373](#) | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **SC 13G**

Mailing Address
*545 WASHINGTON BLVD.
JERSEY CITY NJ 07310*

Business Address
*545 WASHINGTON BLVD.
JERSEY CITY NJ 07310
201-356-1705*

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

Schedule 13G

**(Initial Filing)
Under the Securities Exchange Act of 1934**

Pacific Ventures Group, Inc.
(Name of Issuer)

Common Stock
(Title of Class of Securities)

695042101
(CUSIP Number)

December 31, 2012
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

SCHEDULE 13G

CUSIP NO. 695042101

1.	NAME OF REPORTING PERSON I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (entities only) Knight Capital Americas, LLC 22-3660471	
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3.	SEC USE ONLY	
4.	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER 9,534
	6.	SHARED VOTING POWER Not applicable
	7.	SOLE DISPOSITIVE POWER 9,534
	8.	SHARED DISPOSITIVE POWER Not applicable
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 9,534	
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*	
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.99% based on outstanding shares reported on the issuer' s 10Q filed with the SEC for the period ending September 30, 2012.	
12.	TYPE OF REPORTING PERSON* BD	

-
- ITEM 1 (a). Name of Issuer
Pacific Ventures Group, Inc.
- ITEM 1 (b). Address of Issuer' s Principal Executive Offices
9160 South 300 West, Suite 101, Sandy, Utah 84070
- ITEM 2 (a). Names of Persons Filing
Knight Capital Americas, LLC
- ITEM 2 (b). Address of principal business office
545 Washington Blvd.,
Jersey City, NJ 07310
- ITEM 2 (c). Citizenship
Delaware
- ITEM 2 (d). Title of Class of Securities
Common Stock
- ITEM 2 (e). CUSIP Number
695042101
- ITEM 3. If this statement is filed pursuant to Rules 13d-1(b), or 13(d)-2(b), check whether the person filing it is a:
- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).

ITEM 4. Ownership

(a) Amount beneficially owned

9,534

(b) Percent of class

5.99%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote

9,534

(ii) shared power to vote or to direct the vote

Not applicable

(iii) sole power to dispose or to direct the disposition of

9,534

(iv) shared power to dispose or to direct the disposition of

Not applicable

ITEM 5. Ownership of Five Percent or Less of a Class

Not applicable

ITEM 6. Ownership of More than Five Percent on Behalf of Another Person

Not applicable

ITEM 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company

Not applicable.

ITEM 8. Identification and Classification of Members of the Group

Not applicable.

ITEM 9. Notice of Dissolution of Group

Not applicable.

ITEM 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: January 8, 2013

Knight Capital Americas, LLC

By: _____ /s/ Michael Corrao

Michael Corrao

Director of Compliance