

SECURITIES AND EXCHANGE COMMISSION

FORM 3

Filing Date: **2013-01-10** | Period of Report: **2012-12-27**
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REPORTING OWNER

Cassel Charles T. III

CIK: **1566600**

Type: **3** | Act: **34** | File No.: **000-52670** | Film No.: **13522680**

Mailing Address
*3101 N. FEDERAL HIGHWAY
SUITE 502
FT. LAUDERDALE FL 33306*

ISSUER

Panache Beverage, Inc.

CIK: **1314054** | IRS No.: **202089854**

SIC: **7600** Miscellaneous repair services

Mailing Address
*40W. 23RD STREET, 2ND
FLOOR
NEW YORK NY 10001*

Business Address
*40W. 23RD STREET, 2ND
FLOOR
NEW YORK NY 10001
(347) 436-8383*

FORM 3

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

OMB APPROVAL	
OMB Number:	3235-0104
Expires:	02/28/2011
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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person <u>Cassel Charles T. III</u> (Last) (First) (Middle) 3101 N. FEDERAL HIGHWAY, SUITE 502 (Street) FT. LAUDERDALE, FL 33306 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 12/27-05:00/2012	3. Issuer Name and Ticker or Trading Symbol <u>Panache Beverage, Inc. [WDKA]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	5. If Amendment, Date Original Filed (Month/Day/Year)
		6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Warrants	12/21-05:00/2012	12/21-05:00/2015	Common Stock	2,760,000	\$0.5	I	See Footnote (1)

Explanation of Responses:

- The 2,760,000 warrants are owned by Consilium Investment Management. The reporting owner is a managing director and 49% owner of Consilium Investment Management.

Signatures

/s/ Charles T. Cassel III

** Signature of Reporting Person

01/09-05:00/

2013

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.