Edgar Filing: BRAVO! BRANDS INC. - Form 4

BRAVO! BF	RANDS INC.										
Form 4											
March 02, 20	007										
FORM	14		CECU						OMB AF	PROVAL	
	UNITE	DSTATES		shington,			NGE C	OMMISSION	OMB Number:	3235-0287	
Check the if no long							Expires:	January 31, 2005			
subject to		STATEMENT OF CHANGES IN BENEFICIAL OWNERSHI						NERSHIP OF	Estimated average		
Section 1		SECURITIES							burden hours per		
Form 4 o Form 5			o (* 1	()	G		1	A (\$1024	response	0.5	
obligation	• •						•	e Act of 1934,			
may cont	inue. Section I			vestment	•	· ·		1935 or Section	1		
See Instru	uction	50(II)	of the fil	ivestment	Compan	y Aci	1 01 194	0			
1(b).											
(Print or Type F	Responses)										
1. Name and Address of Reporting Person 2. Issuer Name and Ticker or Trading 5. Relationship of I							Reporting Person(s) to				
BLANDING ARTHUR W Symbol				ol				Issuer			
BRAV				VO! BRANDS INC. [BRVO]				(Check all applicable)			
(Last)	(First)	(First) (Middle) 3. Date of Earliest Transaction						(Check all applicable)			
			Ionth/Day/Year)				X Director	Owner			
				02/28/2007				Officer (give titleOther (specify			
1, SUITE 40	00							below)	below)		
	(Street)		4. If Ame	endment, Da	te Original			6. Individual or Jo	int/Group Filin	g(Check	
			(Month/Day/Year)				Applicable Line)				
								X Form filed by C			
NORTH PA	LM BEACH,	FL 33408						Form filed by M Person	lore man One Re	porting	
(City)	(State)	(Zip)	Tabl	La I Nom D	· · · · · · · · · · · · · · · · · · ·	·	4: A	ind Discould of	an Dan effetal	les Oesers al	
	. ,						-	uired, Disposed of		-	
1.Title of	2. Transaction D		· · · · · · · · · · · · · · · · · · ·					5. Amount of	6. Ovymanskin	7. Nature of Indirect	
Security (Instr. 3)	(Month/Day/Yea	ar) Execution	ion Date, if Transaction(A) or Disposed of Code (Instr. 3, 4 and 5)				Securities Beneficially	Ownership Indirect Form: Direct Beneficial			
()		•	Day/Year) (Instr. 8)					Owned	(D) or	Ownership	
								Following	Indirect (I)	(Instr. 4)	
						(A)		Reported Transaction(s)	(Instr. 4)		
						or	D .	(Instr. 3 and 4)			
				Code V	Amount	(D)	Price \$				
Common	02/21/2007			S	50,000	D	» 0.337	402,899	D		
							0.557				

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

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 control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transact Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) of Disposed of (E (Instr. 3, 4, and 5))	Date	7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A) (I	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 0.34	02/28/2007		А	700,000	(1)	02/27/2017	Common	700,000

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
BLANDING ARTHUR W 11300 U.S. HIGHWAY NO. 1 SUITE 400 NORTH PALM BEACH, FL 33408	Х					
Cignoturoo						

Signatures

/s/ Arthur Blanding	03/01/2007			
<u>**</u> Signature of Reporting Person	Date			

Explanation of Responses:

- * 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).
- (1) Table II 3. Vesting 1/3 at grant, 1/3 at 01/10/08 and 1/3 at 01/10/09
- (2) Table II 5. Grant of Incentive Stock Options

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.