OTC Pink Basic Disclosure Guidelines

1) Name of the issuer and its predecessors (if any)

In answering this item, please also provide any names used by predecessor entities in the past five years and the dates of the name changes.

International Spirit and Beverage Group, Inc. (f/k/a FIMA, Inc. and Fishing Buddy, Inc.)

2) Address of the issuer's principal executive offices

Company Headquarters
Address 1: 700 Louisiana Street
Address 2: Suite 3950
Address 3: Houston, TX 77002
Phone: (832) 390-2677
Email: info@isbg.global
Website(s): http://www.isbg.global

IR Contact:
Address 1:
Address 2:
Address 3:
Phone:
Email:
Website(s): _____

3) Security Information

Trading Symbol: ISBG
Exact title and class of securities outstanding: Common
CUSIP: 46034L106
Par or Stated Value: $0.00001
Total shares authorized: 1,950,000,000 as of: March 31, 2015
Total shares outstanding: 390,608,097 as of: March 31, 2015

Additional class of securities (if necessary):
Trading Symbol: ISBG
Exact title and class of securities outstanding: Preferred
CUSIP:
Par or Stated Value: $0.00001
Total shares authorized: 50,000,000 as of: March 31, 2015
Total shares outstanding: 0 as of: March 31, 2015

Transfer Agent
Name: Nevada Agency and Transfer Company
Address 1: 50 W. Liberty St.
Address 2: Suite 880
Address 3: Reno, NV 89501

Phone: 775-322-0626
Is the Transfer Agent registered under the Exchange Act?* Yes: **X** No: ☐

*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

List any restrictions on the transfer of security:

N/A

Describe any trading suspension orders issued by the SEC in the past 12 months.

N/A

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

In March 2015, International Spirit and Beverage Group, Inc., a Texas corporation, merged with and into FIMA, Inc., a Nevada corporation, with FIMA, Inc. being the surviving entity. FIMA, Inc. then changed its corporate name to International Spirit and Beverage Group, Inc., and remains a Nevada corporation.

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities. The list shall indicate:

A. The nature of each offering (e.g., Securities Act Rule 504, intrastate, etc.);

All Convertible Notes were exempt from the registration requirements of the Securities Act of 1933 pursuant to Rule 506 of Regulation D promulgated thereunder.

B. Any jurisdictions where the offering was registered or qualified;

N/A

C. The number of shares offered;

N/A

D. The number of shares sold;

N/A

E. The price at which the shares were offered, and the amount actually paid to the issuer;

N/A

F. The trading status of the shares; and

N/A

G. Whether the certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

N/A

5) Financial Statements

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows;
D. Financial notes; and
E. Audit letter, if audited

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP by persons with sufficient financial skills.

You may either (i) attach/append the financial statements to this disclosure statement or (ii) post such financial statements through the OTC Disclosure & News Service as a separate report using the appropriate report name for the applicable period end. ("Annual Report," "Quarterly Report" or "Interim Report").

If you choose to publish the financial reports separately as described in part (ii) above, you must state in the accompanying disclosure statement that such financial statements are incorporated by reference. You may reference the document(s) containing the required financial statements by indicating the document name, period end date, and the date that it was posted to otciq.com in the field below.

Financial statements are being posted to OTC Markets along with this disclosure statement

Information contained in a Financial Report is considered current until the due date for the subsequent Financial Report. To remain in the OTC Pink Current Information tier, a company must post its Annual Report within 90 days from its fiscal year-end date and Quarterly Reports within 45 days of its fiscal quarter-end date.

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

A. a description of the issuer's business operations;

The Company has the unique and strategic ability to source through relationships that have been developed over the years by senior management for the highest quality and specialized beverages in the business. Additionally, once brands are ready for the market, the Company equally possesses the relationships on the distribution side in the U.S. and globally to place these brands into distribution. Both of these components are critical for the Company to succeed in the creation of a global brand.

International Spirits and Beverage Group will establish itself as one of the fastest growing alcohol brand developers of in the industry. The value of each portrait brand within ISBG will be well established by historical per case acquisition precedents. The company is sharply focused on shareholder value. Our business plan speaks powerfully about driving growth and creating shareholder value. We will deliver superior results for consumers and shareholders. Through our diverse professional skills and clarity of purpose and values, our objective is to reach an IPO (or Trade Sale) by 2015 to enable International Spirits and Beverage Group and its brands nationally recognition, brand value, and prominence. We envision the growth of our brands to expand into International markets upon gaining critical mass in domestic markets.

Organizational Objectives

1. Finalize national distribution commitment in our six launch markets after the first six are profitable with monthly returns.
2. Launch additional brands by end of Year 2.
3. Achieve recurring gross profits of a minimum of $10 million by Year 5.
4. Research and establish other brands to add to the existing portfolio by Year 3, ready to market.

Organizational Values

- Transparency in all dealings with shareholders
- Commitment to customers
- Collaborative approach to new products

B. Date and State (or Jurisdiction) of Incorporation:

June 5, 2001; Nevada

C. the issuer's primary and secondary SIC Codes;

2085

D. the issuer's fiscal year end date;

12/31

E. principal products or services, and their markets;

The Spirits division's overarching theme is to continue to build an incomparable, highly distinctive portfolio of global premium celebrity and non-celebrity products while increasing case sales and achieving greater profitability.

ISBG currently hold the following brands in our portfolio:

Besado Tequila

Your first impression of Besado is the hand crafted award winning bottle which is nothing short of a breathe-taking work of art. Each bottle is hand crafted delicately filled and inspected for shape, quality and beauty. Besdao will come in two

varieties, a Platinum, Oro and Anejo. The tequila will be bottled in the US and imported from Mexico to ensure that it is authentic Blue Agave Mexican Tequila. Sizes for the Tequila will include 750ML and 375ML.

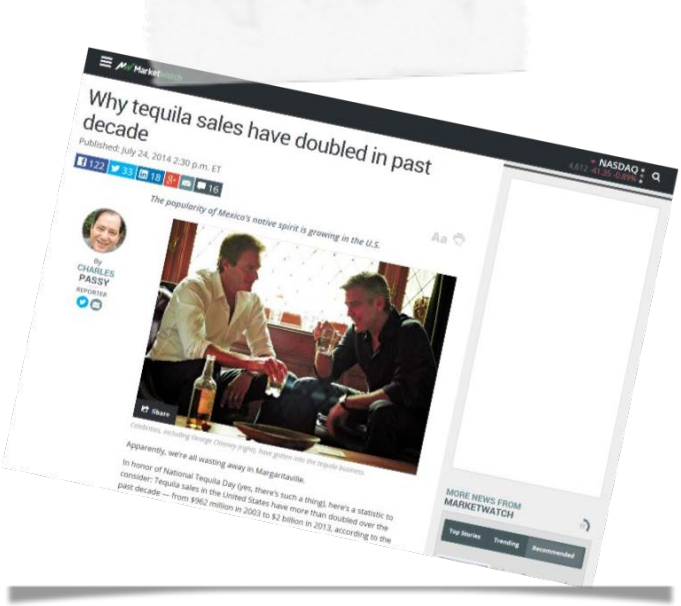
Tequila is North America's first distilled spirit and originated in Mexico. To be classified as tequila, the product must be made from no less than 51% Weber blue agave and it can only be produced in five regions of Mexico; these regions are for the most part in the north-west part of the country. Better and high-end tequilas are made from 100% Weber blue agave. Tequila is almost always sold in concentrations of approximately 38% to 40% alcohol by volume.

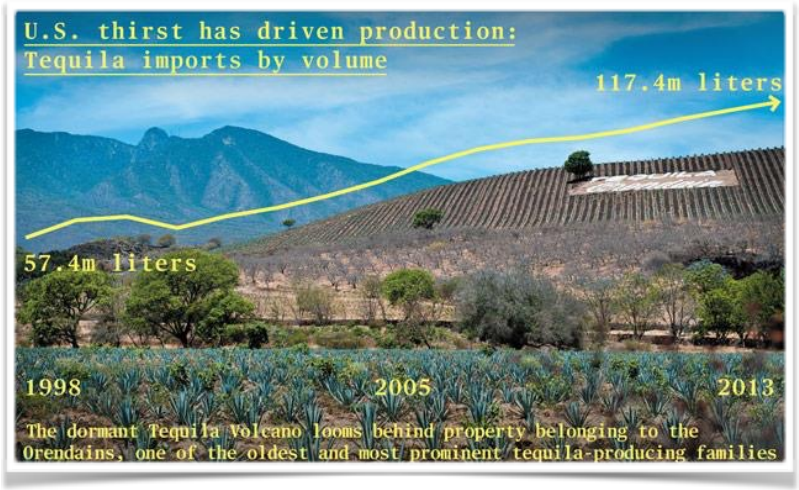
Tequila dubbed the “new vodka” is on a nice growth plane. For many years, Mexico's fiery liquor was largely confined to margaritas and shooters at the bar. Now, tequila is becoming an increasingly popular liquor for consumers to simply sip or enjoy in a cocktail; as opposed to only being an ingredient in a margarita. This award-winning limited yearly production this premium tequila is infused with "**Herbal Erotic Stimulants**" including Ginseng, Damiana and Maca.

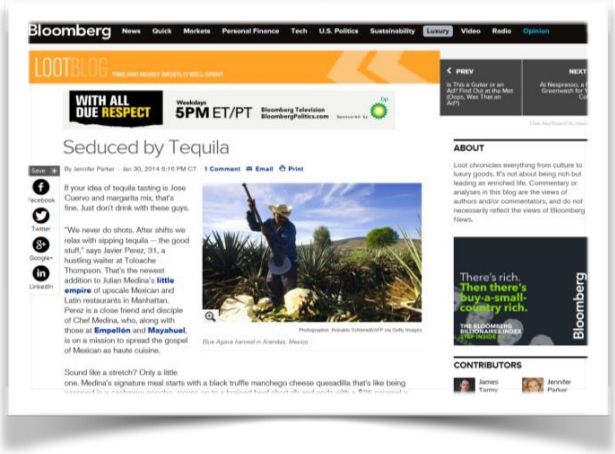
- Damiana root has long been claimed to have a stimulating. Effect on the libido and its use as an aphrodisiac has continued into modern times.
- Maca has been called Peru's natural Viagra. This legendary self-enhancing Maca has been passed down since the Incas for strength, energy, and increased stamina.
- Ginseng is one of the most widely used herbal supplements in the world. It is promoted to stimulate the immune system, increase endurance and mood improvement.

Management anticipates that a celebrity co-partner would be easy to attract. A few celebrities already producing their own tequila include Justin Timberlake with a brand called “901,” Sammy Hagar with a brand called “Cabo Wabo,” and Sean “Puffy” Combs with a brand called “Deleon Tequila.”









Dziaq Liquer

Dziaq Liquer, is an all natural, low calorie, fruit blend mixed with high end vodka and Mescal which has been setting trends in Miami Beach with high-end clientele. With yet another preferred “brand name” ultra-premium beverage, which when marketed with our cutting edge marketing program will create demand for our product in clubs and liquor stores worldwide.

Dziaq Liqueur represents a potential first-to-market opportunity to introduce a 100% natural low calorie liqueur beverage offering. Increased consumer awareness to health and wellness has resulted in greater expectations with an active consciousness towards healthier lifestyle choices. While it must be made clear, that an alcohol beverage could never be marketed as healthy – offerings made with natural ingredients and reduced calories certainly could represent a healthier alternative. We strongly believe that a low-calorie, 100% natural low-calorie liqueur will resonate with today's consumer and trade alike.

This brand has received over $2M in initial investment and promotions, with over 50 MILLION HITS ON YOUTUBE alone from various music integrated applications. With the International Spirit & Beverage network we can reduce direct costs by 50% and indirect costs by over 60%.

DZIAQ Videos include:

Game Ft. Justin Timberlake & Pharrell - “Ain't No Doubt About It”, Akon Ft. Lil Wayne & Young Jeezy - “I’m So Paid”, Black Dada Ft. Rick Ross & Birdman - “Imma Zoe Remix”, DJ Khaled - Ft. Young Jeezy, Rick Ross & Schife - “Put Your Hands Up” Ace Hood Ft. Akon & T-Pain - “Overtime”, Ace Hood Ft. Rick Ross & Jazmine Sullivan - “Champion” , Hustle Holicz - 'I'm So Throwed Off

Cavoda Vodka

Next up is CAVÔDA VODKA a French Five times distilled ultra-premium vodka in their signature L.E.D. light-up bottles. This exciting new brand is head quartered in Brooklyn New York which served as the launching pad for its worldwide sales and distribution.

Cavoda Spirits has currently secured domestic distribution in markets such as New York, New Jersey, Miami and Las Vegas. Cavoda is being distributed through Southern Wine and Spirits, Republic National and Royal Wine Corp. These are some of the most reputable distributors in the country. CAVÔDA is being exported product to international markets such as Israel, Trinidad, Chile, London, Dubai and are in negotiations with other Importers across the world.

The goal of CAVÔDA SPIRITS is to establish a new, innovative, unique product that will achieve brand equity in a relatively short period of time. CAVÔDA spirits can become a fixture in a multibillion dollar industry with support and marketing strategies. Focusing first on its top of the line ultra-premium vodka. CAVÔDA VODKA will be packaged in its exquisite blue light up bottle. Cavoda Pink an infusion of strawberry, raspberry, Nordic berry and pomegranate delicately designed in our signature pink light up bottle.

CAVÔDA SPIRITS mission is to transform social occasions through the supply and distribution of top quality state-of the art vodka. CAVÔDA SPIRITS is targeting young to middle aged sophisticated adults. Cavoda will provide vodka that stands out from the rest through its optimum taste and its cutting edge bottle structured equipped with an L.E.D light.







Our marketing plan is based upon our strategy of building strategic partnerships. Our marketing and pricing policies and programs take into consideration competitors’ prices and our perception of what a consumer is willing to pay for the particular brand and product in the retail environment. Our goal is to competitively price our brands with other comparable premium liquor brands and provide a higher quality product at the selected price points, stronger brand awareness and more appealing marketing campaigns than the competition. We believe our marketing plan supports category premium pricing and sustained growth of our brand.

Our marketing plan for the ISBG portfolio focuses on building brand recognition with our distributors with the goal of a regional and, if demand warrants, a national roll-out. Our marketing plan contemplates expanding distribution throughout Texas and several southern states and the East and West coast regions of the U.S., and focusing on cities and urban centers. The current ISBG portfolio has been promoted with consumer tastings, radio promotions, point of sale materials and consumer trials. Our marketing efforts in support of our portfolio will focus largely on promotions at key distribution points prior to peak demand periods and continuous marketing to reinforce brand identity by consumers.

We intend to attract alcoholic beverage consumers through a variety of means, including taking advantage of a digital presence by creating technology-based marketing applications for our portfolio of brands as it is being sold at on-premise

and off-premise locations. For example, we intend to utilize technology that allows consumers to scan the product label's barcode with an infrared scanner to enable the consumer to view videos about our product and be provided with cocktail recipes during the retail purchase experience and at the point-of-sale. We expect to continue to advertise in lifestyle magazines and participate in promotions that we expect will encourage grown and sexy consumers to distinguish themselves and enjoy the lifestyle we envision that the glamour of our brands create.

ISBG intends to vigorously market brands by utilizing a combination of both traditional and non-traditional methods and campaigns. The marketing campaigns have five separate marketing goals:

i. Create each brand, its placement, and value in the marketplace

ii. Ensure a steady interest among distributors, wholesalers, and retail outlets

iii. Build brand awareness, brand loyalty, and appetite in the minds of the consuming public

iv. Penetrate throughout all key markets within the national market in the United States including Latin America, Asia and Europe.

Building brand loyalty is crucial to the success of the marketing campaign. Developing and utilizing crucial relationships among the customer and the brand, the customer and the firm, the customer and the product in use, and among fellow customers, is a strategy that leads to a belief that the buyer is part of a specific brand's "community." These relationships are important because they enable ISBG to create brand loyalty and customer retention, which yield the promise of long-term profitability and market share.

7) Describe the Issuer's Facilities

The goal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the principal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

If the issuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.

Office at 700 Louisiana St, Suite 3950 Houston, Texas 77002

8) Officers, Directors, and Control Persons

The goal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant shareholders.

A. Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities), as of the date of this information statement.

Terry Williams: CEO
Alonzo Pierce: President, Chairman (owns 1,000,000 shares of Series E Preferred stock)
Kristina Mahoney-Brown: Secretary, Treasurer

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

   N/A

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

   N/A

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

   N/A

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

   N/A

C. Beneficial Shareholders. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

N/A

9) Third Party Providers

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel
Name: Robert L. Sonfield, Jr.
Firm: Sonfield & Sonfield
Address 1: 2500 Wilcrest Dr,
Address 2: Ste 300
Address 3: Houston, TX 77042
Phone: 713-877-8333
Email: Robert@sonfield.com

Accountant or Auditor
Firm: M&K CPAS, PLLC
Address 1: 4100 N. Sam Houston Freeway West
Address 2: Suite 200-B
Address 3: Houston, TX 77086

Phone: 832-242-9950
Email: _____

Investor Relations Consultant
Firm:
Address 1:
Address 2:
Address 3:
Phone:
Email:
Website(s): _____

Other Advisor: Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.
Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

10) Issuer Certification

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

The certifications shall follow the format below:

I, Terry Williams certify that:

1. I have reviewed this quarterly disclosure statement of International Spirit and Beverage Group, Inc. (f/k/a FIMA, Inc. and Fishing Buddy, Inc.)

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

08/11/2015

/s/ Terry Williams

CEO