

New Generation Consumer Group, Inc.
QUARTERLY
REPORT

Pursuant to Rule 15c2-11 (a)(5)
For
New Generation Consumer Group, Inc.
OTCPK: NGCG

For the Quarter Ended September 30, 2014

Dated: November 24, 2014

All information contained in this Information and Disclosure Statement has been compiled to fulfill the disclosure requirements of Rule 15c2-11(a)(5) promulgated under the Securities and Exchange Act of 1934, as amended. The enumerated captions contained herein correspond to the sequential format as set forth in the rule.

New Generation Consumer Group, Inc.

Quarterly Report

All information contained in this Quarterly Report has been compiled to fulfill the disclosure requirements of Rule 15c2-11 (a)(5) promulgated under the Securities and Exchange Act of 1934, as amended. The enumerated captions contained herein correspond to the sequential format as set forth in the rule.

No dealer, salesman or any other person has been authorized to give any information or to make any representations not contained herein in connection with the Issuer. Any representations not contained herein must not be relied upon as having been made or authorized by the Issuer.

Delivery of this information does not imply that the information contained herein is correct as of any time subsequent to the date of this Issuer Quarterly Report.

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.

The exact name of the Issuer is:

New Generation Consumer Group, Inc.

Name used by predecessor entities in the past five years:

(a) United Music & Media Group, Inc., until October 11, 2014

(b) Heringrat 478, Inc. until May 18, 2010

The current name of the Company is New Generation Consumer Group, Inc. A board of director's meeting on September 9, 2014 confirmed the name change to New Generation Consumer Group, Inc. from United Music & Media Group, Inc., and on September 9, 2014, the Articles of Amendment were filed with the Secretary of State of the State of Delaware for the name change and they were accepted.

2) Address of the issuer's principal executive offices

Company Headquarters:

12411 Slauson Ave, Suite B
Whittier, CA 90606
(562) 907-1999
Website: www.muchomachomicheleda.com

IR Contact

Atlanta Capital Partners LLC
235 Peachtree Street NE
Suite 400
Atlanta, GA, 30303
United States

3) Security Information

Trading Symbol: NGCG

Exact title and class of securities outstanding: Common Stock & Preferred Stock

CUSIP: 91103U 10 8

Par or Stated Value: \$0.001

Total shares authorized: 2,000,000,000 as of: September 30, 2014

Total shares outstanding: 1,602,350,630 as of: September 30, 2014

Total shares outstanding: 53,968,792 as of: November 21, 2014

Additional class of securities (if necessary): Preferred Stock

Par or Stated Value: \$0.001

Total shares authorized: 2,000,000 as of: September 30, 2014

Total shares outstanding: 2,000,000 as of: September 30, 2014

Series A-1 Convertible Preferred are, in total, entitled to convert into 9.99% of the company's outstanding common stock calculated as more fully described herein; and

Series A-2 Preferred shares are not convertible and each share has 3,000 votes per share in all matters put to the common stockholders as more fully described herein.

Series A-1

(1) Designation and Rank. The series "Series A-1 Convertible Preferred Stock" consists of 1,000,000 shares. The Series A-1 Convertible Preferred is senior to the common stock.

(2) Conversion into Common Stock.

Conversions at Option of Holder. The Series A-1 Convertible Preferred Stock is convertible, into common stock, calculated as of the Notice of Conversion date, equal to 9.99% of the issued and outstanding common stock at the time, plus the amount of common stock issuable to holders of the preferred shares were they to convert at the same time (the "Outstanding Share Calculation"). If only a portion of the Series A-1 Convertible Preferred Stock is offered for conversion, it shall be convertible into that amount of common stock equal to (a) the percentage of the number of shares being converted to the whole of the Series A-1 authorized shares, multiplied by (b) 9.99% of the Outstanding Share Calculation, after the conversion. (For example if 100,000 Series A-1 Convertible preferred shares are offered for conversion they would convert into (100,000/1,000,000 multiplied by 9.99% of the Outstanding Share Calculation, after conversion). Provided however, that at no time shall the Holder be permitted to convert into an amount which would give shareholder greater than 4.99% of the issued and outstanding common stock of the Company

(3) Common Stock Reserved. The Corporation shall reserve and keep available out of its authorized but unissued Common Stock a number of shares of Common Stock, that in their best estimate, as shall from time to time be sufficient to effect conversion of the Series A-1 Convertible Preferred, and the Corporation shall increase its authorized Common Stock if necessary.

(4) Liquidation Preference. Upon any liquidation, dissolution or winding-up of the Corporation, whether voluntary or involuntary (a "Liquidation"), the Holders shall be entitled to receive out of the assets of the Corporation, whether such assets are capital or surplus, for each share of Series A-1 Convertible Preferred Stock an amount equal to the Stated Value per share plus any accrued and unpaid dividends thereon and any other fees or liquidated damages owing thereon before any distribution or payment shall be made to the holders of any Junior Securities, and if the assets of the

OTC Markets Group Inc.

OTC Pink Basic Disclosure Guidelines (v1.1 April 25, 2013)

New Generation Consumer Group, Inc., Period Ended September 30, 2014

Corporation shall be insufficient to pay in full such amounts, then the entire assets to be distributed to the Holders shall be distributed among the Holders ratably in accordance with the respective amounts that would be payable on such shares if all amounts payable thereon were paid in full. A Change of Control Transaction shall not be treated as a Liquidation. The Corporation shall mail written notice of any such Liquidation, not less than 45 days prior to the payment date stated therein, to each record Holder.

(5) Voting Rights. The Series A-1 Convertible Preferred stock is not be entitled to vote on matters submitted to the Company's common stockholders.

Series A-2

(1) Designation and Rank. The series "Series A-2 Preferred Stock" consists of 1,000,000 shares. The Series A-2 Preferred is senior to the common stock.

(2) Conversion into Common Stock. The Series A-2 Preferred Stock is not convertible into common stock of the Company.

(3) Liquidation Preference. Upon any liquidation, dissolution or winding-up of the Corporation, whether voluntary or involuntary (a "Liquidation"), the Holders shall be entitled to receive out of the assets of the Corporation, whether such assets are capital or surplus, for each share of Series A-2 Preferred Stock an amount equal to the Stated Value per share plus any accrued and unpaid dividends thereon and any other fees or liquidated damages owing thereon before any distribution or payment shall be made to the holders of any Junior Securities, and if the assets of the Corporation shall be insufficient to pay in full such amounts, then the entire assets to be distributed to the Holders shall be distributed among the Holders ratably in accordance with the respective amounts that would be payable on such shares if all amounts payable thereon were paid in full. A Change of Control Transaction shall not be treated as a liquidation. The Corporation shall mail written notice of any such liquidation, not less than 45 days prior to the payment date stated therein, to each record Holder.

(4) Voting Rights. The Series A-2 Preferred has 3000 votes per share on all matters submitted to the Company's common stockholders.

Transfer Agent

Action Stock Transfer
2469 E. Fort Union Blvd., Suite 214
Salt Lake City, UT 84121
(801) 274-1088

Is the Transfer Agent registered under the Exchange Act?* Yes: ☒ No: ☐

List any restrictions on the transfer of security:

None

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

None

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

On August 22, 2014, the Company filed Articles of Amendment with the Secretary of State of Delaware; thereby, reducing the Authorized amount of Preferred Shares from 20,000,000 to 2,000,000 preferred shares. Also, the Company filed a certificate of designation with the Secretary of State of Delaware; whereby, the Company created two Series of Preferred Stock ("Series A-1 and Series A-2) each having a par value of \$0.001 and authorized the issuance of 1,000,000 shares of each series with the rights and privileges as discussed above.

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On or about September 22, 2014, the Company received approval and completed a reverse stock split of one for one thousand common shares.

On or about October 22, 2014, the Company and Monster Marketing Group, Inc., entered into a Share Exchange Agreement; whereby, the Company acquired 100% of the outstanding shares in Monster Marketing Group, Inc., for the issuance of 40,000,000 shares of the Company's common stock.

On or about October 22, 2014, Monster Marketing Group, Inc. merged with United Music & Media Group, Inc. which was formed in 2009 as a Delaware corporation and is located in Los Angeles, California. The new company, New Generation Consumer Group, Inc., was formed on October 22, 2014, as a Delaware corporation and FINRA approved on October 7, 2014.

The trade symbol was changed from UMMG to NGCG.

4) Issuance History

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

On August 13, 2014, the Company entered into a settlement agreement to dismiss a state court lawsuit with an unrelated party and as a result thereto did issue a Convertible Note in the principal amount of \$200,000.00 at 4% per annum with interest whereby the Company was to make monthly principal and interest payments of \$17,333.33. As of September 30, 2014, no payments were made to the Holder and the Company was in default on the Convertible Note.

On October 27, 2014 the Company received a demand letter from three claimholders for monies due under the August 13, 2014, \$200,000.00 convertible note. On November 4, 2014, a Complaint was filed in the Circuit Court of the Seventeenth Judicial Circuit in and for Broward County, Florida by the three claimholders against the Company wherein these creditors sought judgment for damages arising from outstanding debts owed by the Company. On November 6, 2014, the Company entered into a Settlement Agreement with the three claimholders to resolve the convertible note.

On November 17, 2014 a fairness hearing was conducted pursuant to Section 3(a)(10) of the Securities Act of 1933 and the Court entered an Agreed Order Approving Settlement Agreement and Stipulation for Dismissal. This Court Order provided amongst other items for the issuance of non-restricted shares of common stock pursuant to Section 3(a)(10) of the Act that could be resold by the individual three claimholders without regard to the statutory guidelines of Reg. § 230.144, also known as Rule 144, under the Securities Act of 1933, as amended, so long as the Shares are issued in a manner which would not result in the individual claimholder owning more than 9.99% of all the Company's common stock on such date, as determined in accordance with Section 16 of the Securities and Exchange Act of 1934, as amended, and the regulations promulgated thereunder. As of the date of this filing, the Company has issued 12,000,000 commons shares of stock pursuant to the Court's Order.

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

Not Applicable.

C. The number of shares offered;

Not Applicable.

D. The number of shares sold;

Not Applicable.

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

Not Applicable.

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New Generation Consumer Group, Inc., Period Ended September 30, 2014

F. The trading status of the shares; and

Not Applicable.

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.

Not Applicable.

5) Financial Statements

The third quarter financial statements for the Period Ended September 30, 2014 are hereby incorporated by reference.

Document Name: Quarterly Report - NGCG Q3 2014 Consolidated Financial Statements

Period End Date: September 30, 2014

Date Published: November 22, 2014

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;

Monster Marketing has developed into a full service agency. Monster Marketing currently services the California Beef Council Primary Agency as the support team for their in store promotions and merchandising. Felipe and his team are customer focused and their primary goal is to make businesses grow. They do this by using their technical knowhow and practical experience in all aspects of marketing with a combined 75 years of experience. They have built a loyal client base by helping them get their message out and build brand awareness. Last year they mailed over 3 million pieces of mail, put out over 1 million door hangers and reached several million more people through their social media, radio and web connections. Their client list includes many of the biggest names in quick service, fast food, automobiles and cellular providers. A partial list of clients include McDonalds, Denny's, Krispy Kreme, Little Caesars, Ford, Mercedes Benz, Nissan, See's Candies, Boost Mobile and Sprint.

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

The Company was incorporated in February 1989 as Nassau Ventures, Inc. ("Nassau"), a Delaware Corporation and changed names as set forth in Item I to reflect a change in the business purpose.

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

2080

D. the issuer's fiscal year end date;

December 31st.

E. principal products or services, and their markets;

The Issuer operates by and through its wholly owned subsidiary Monster Marketing Group, Inc. The Company develops, markets, sells, and distributes a wide variety of consumable products to consumers here in North America with plans to expand sales across the globe. Each division within NGCG, has a line of branded products developed and ready to go to market to be sold to the consumer. The “Mucho Macho™” Michelada Division features “Mucho Macho™” Michelada Mix as its feature product and brand, VIP Spirits will feature “Excuse®” as a featured product and brand with the first line of Spirits under the “Excuse®” brand being a Top Shelf Liqueur infused Premium Vodka in a variety of different flavors. Each division includes a featured brand with plans to build upon each brand with additional products as well as adding additional product lines within the divisions.

7) Describe the Issuer’s Facilities

The Company currently leases its offices at 12411 E. Slauson Avenue, Unit B, Whittier, CA, for \$875 a month. The Company’s current lease expires on December 31, 2014.

8) Officers, Directors, and Control Persons

- 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.

Alexander Johnson, President and CEO: Employment history / Board Memberships & other affiliations: Mr. Johnson has over 8 years of Project Control, Financial Analyst, and Consulting experience in the Federal Consulting Services industry. He began his career in Federal Consulting in 2006 with CACI International, Inc. as a Program Control/Financial Analyst. Alex spent a little under 5 years with CACI International, Inc. before joining Booz Allen Hamilton in 2011 as a Senior Consultant/Program Control Specialist. Both companies are listed as top companies by Fortune, and are well respected in the Federal Consulting Services industry. Over the past 8 years of Alex’s professional career he has successfully managed multiple government contracts for various different government clients and other Federal Consulting Service contractors with total contract award amounts in excess of \$100 million, and annual OY budgets funded in amounts in excess of \$35 million dollars annually.

Mr. Johnson holds a BS in Accounting from Old Dominion University and a MS in Accounting and Information Systems from the University of Maryland University College. Mr. Johnson will be the President and Chief Executive Officer responsible for the oversight of all aspects of UMMG, Inc. including operations, marketing, strategy, financing, creation of company culture, human resources, hiring, firing, compliance with safety regulations, sales, PR, and anything else that has an impact on the business.

Felipe Longoria, Chief Operations Officer: Employment history / Board Memberships & other affiliations: Felipe Longoria comes to United Media & Marketing Group with over 15 years of professional experience. Felipe is the founder of Monster Marketing Group Inc. A professional known for crafting the requisite strategic vision to achieve business goals; Felipe Longoria offers a unique blend of executive acumen. As a marketing professional with a passion for new product launching and development, he is dedicated to seeing his clients succeed. Felipe provides end-to-end creative services from business and marketing planning, to comprehensive and integrated creative solutions.

Felipe began his career in business as a Marketing Manager at Meruelo Enterprises. Working in the Marketing Department, Felipe developed long lasting client relationships and found himself in a mentor role for the new franchisees of a developing quick service restaurant concept. The opportunity enabled Felipe to realize his passion for management and he went on to become a franchisee support trainer and new franchise business development consultant, a role that would allow his team to become more efficient and profitable. Prior to Monster Marketing Group Inc., Felipe served in a variety of capacities in management and director positions. Over the years Felipe has overseen hundreds of employees as Director of Operations for Magic Restaurants with annual sales of \$25.9 Million. Felipe is driven and understands the nuances that each area market needs and how to

adjust accordingly to capture the segment. Additionally, Felipe created, managed, and consistently updated a category business plan from maintaining professional relationships with vendors and suppliers to obtain the best pricing in a tough economy.

Anthony Sykes, Chief Financial Officer: *Employment history / Board Memberships & other affiliations:* Anthony Sykes comes to United Music and Media Group with over 35 years of experience in the tax, accounting and consulting. He started his career with the Internal Revenue Service in accounting then became a Revenue Agent. This gave him tax and research experience in many industries. He then moved on and worked for several Fortune 500 companies in accounting and management positions. His last position was with Commerce Clearing House where he was the federal analyst for one of the business tax products and a technical advisor to the customers who used the product. Anthony started his business in 1988 where he offers tax, bookkeeping services and consulting. He has experience in industries such as retail, wholesale distribution, trucking, restaurant, construction, software, and manufacturing. Anthony co-presents payroll tax workshops with the Employment Development Department and presents tax workshops with the approval of the Internal Revenue Service.

Roxanne Valdivia, Secretary Treasurer: *Employment history / Board Memberships & other affiliations:* Roxanne comes to United Music and Media Group with extensive experience in sales and customer service. Roxanne worked as a professional Real Estate Agent who has been in the property, sales, and REO field for over 10 years before joining UMMG, Inc. She started her career in Real Estate as an entry level agent and quickly became a team leader and was sought after to help train and develop other agents. Roxanne spent her most recent time with Modern Realty as an REO specialist. While with Modern Realty she helped investors and financial institutions in finding and selling distressed and abandoned properties. Her specialty is in the details and providing great customer service for her clients.

Calvin Ross, Director of Product Development: *Employment history / Board Memberships & other affiliations:* Calvin comes to United Music and Media Group with over 25 years of experience in product development, marketing, distribution, and sales in the consumable products industry. Calvin is the founder of the Excuse Liqueurs brand. He is also the founder of Pit Bull Energy drink, Atomic Dogg Energy Drink, and has advised and provided consulting services for various other beverage products that are currently on the market. He has been known in the beverage world as beverage guru who has created and branded products that were ahead of the curve in comparison to what was currently on the market. At UMMG Calvin will continue to display his creative ability by continuing to build on the Excuse Liqueurs brand as well other brands under UMMG, Inc.

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);

None.

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;

None.

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

None.

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.

None.

- 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.

<i>Name & Address</i>	<i>Number of Beneficially Shares Owned</i>	<i>Percentage Beneficially Owned</i>
Name: Calvin Ross 12411 Slauson Ave, Suite B Whittier, CA 90606	19,400,000 Common Shares -0- Preferred Shares	35.9% 0%
Name: Felipe Longoria 12411 Slauson Ave, Suite B Whittier Ca 90606	9,500,000 Common Shares -0-Preferred Shares	17.6% 0%
Name: Mike Berio 12411 Slauson Ave, Suite B Whittier Ca 90606	7,500,000 Common Shares -0- Preferred Shares	13.8% 0%

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: Law Office of Andrew Coldicutt
Address: 1220 Rosecrans St., PMB 258, San Diego, CA 92106
Phone: (619) 228-4970
Email: Info@ColdicuttLaw.com

Accountant or Auditor

Name: Vernon Oates
Firm: The Joshua Management Group, LLC
Phone: (818)787-5547
Email: joshuagroup@sbcglobal.net

Investor Relations Consultant

Name: Atlanta Capital Partners LLC
Phone: 404-281-8556
Email: dk@atlcp.com

Other Advisor: Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.

None.

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, Alexander Johnson certify that:

1. I have reviewed this Quarterly Report for the Period Ended, September 30, 2014, of New Generation Consumer Group, 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.

November 25, 2014

/s/ Alexander Johnson
Chief Executive Officer

/s/ Anthony Sykes
Chief Financial Officer