COFFEE HOLDING CO INC

Form 4

October 15, 2014

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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Expires:

January 31, 2005

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obligations may continue. See Instruction

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(b).

(Print or Type Responses)

1. Name and Address of Reporting Person 2 GORDON ANDREW Symbol COFFEE HOLDING CO INC [JVA] (Last) (First) (Middle) (Month/Day/Year) (Street) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (City) (State) (State) (State) (State) (State) (City) (State) (City) (State) (City) (State) (City) (City) (State) (City) (State) (City) (State) (City) (State) (City) (City) (State) (City) (City)										
(Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)X Director 10% Owner C/O COFFEE HOLDING CO., 10/13/2014X Officer (give title Other (specific below) President and CEO (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X Form filed by One Reporting Person STATEN ISLAND, NY 10314 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner Control of the Check all applicable (Check all applicable) _X Director 10% Owner 10% Owner 10% Owner 10% Owner	1 -				Ticker or Trading	1 1 0				
(Month/Day/Year) C/O COFFEE HOLDING CO., INC., 3475 VICTORY BOULEVARD (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line) _X_ Officer (give titleOther (specify below) President and CEO 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person _ Form filed by More than One Reporting Person _ Form filed by More than One Reporting Person Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner Acquired, Disposed of, or Beneficially Owner Acquired, Disposed of Securities Acquired, Disposed of Securities Owner Owner Acquired Owner O				COFFEE HOLDI	NG CO INC [JVA]	(Chec	k all applicable	e)		
C/O COFFEE HOLDING CO., INC., 3475 VICTORY BOULEVARD (Street) (S	(Last)	(First)	(Middle)	3. Date of Earliest Tra	ansaction					
INC., 3475 VICTORY BOULEVARD (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line)X_ Form filed by One Reporting Person STATEN ISLAND, NY 10314 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner (City) Owner (City) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner (City) Owner (City)				(Month/Day/Year)						
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Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person _Torm filed by More than One Reporting	BOULEVA	RD				1103.	ident and CLO			
STATEN ISLAND, NY 10314 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner Company Compan		(Street)		4. If Amendment, Dat	te Original	6. Individual or Jo	oint/Group Filin	ng(Check		
STATEN ISLAND, NY 10314 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner.				Filed(Month/Day/Year)		Applicable Line)				
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owner.							1 0			
Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficiany Owner	STATEN IS	SLAND, NY	10314				lore than One Re	porting		
1. Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. Ownership 7. Natural 1. Title of 2. Transaction Date 2A. Deemed 3.	(City)	(State)	(Zip)	Table I - Non-D	erivative Securities Acq	uired, Disposed of	f, or Beneficial	ly Owne		
	1.Title of	2. Transaction	Date 2A. Deen	ned 3.	4. Securities Acquired	5. Amount of	6. Ownership	7. Natu		

(City)	(State)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Own						ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	or		spose 4 and (A)	d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock, \$0.001 par value	07/08/2014		G	V	5,000	D	\$0	211,183	I	Through A. Gordon Family Ventures LLC (2)
Common Stock, \$0.001 par value	09/18/2014		G	V	3,000	D	\$0	208,183	I	Through A. Gordon Family Ventures LLC (2)
	10/13/2014		P		8,270	A		216,453	I	

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Common Stock, \$0.001 par value				\$ 5.48 (1)			Through A. Gordon Family Ventures LLC (2)
Common Stock, \$0.001 par value	10/14/2014	P	1,730 A	\$ 5.5 (3)	218,183	I	Through A. Gordon Family Ventures LLC (2)

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	e and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	ionNumber	Expiration D	ate	Amour	nt of	Derivative
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underl	lying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securit	ties	(Instr. 5)
	Derivative				Securities	3		(Instr.	3 and 4)	
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									A	
									Amount	
						Date	Expiration		or	
						Exercisable	ercisable Date	le Date	Number	
				C 1 1	(A) (D)				of	
				Code V	' (A) (D)				Shares	

Reporting Owners

STATEN ISLAND, NY 10314

Reporting Owner Name / Address			•	
	Director	10% Owner	Officer	Other

GORDON ANDREW C/O COFFEE HOLDING CO., INC. 3475 VICTORY BOULEVARD

X

President and CEO

Relationships

Signatures

/s/ Andrew 10/15/2014 Gordon

Date

2 Reporting Owners

**Signature of Reporting Person

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).
- This transaction was executed in multiple trades at prices ranging from \$5.39 to \$5.55. The price reported above reflects the weighted (1) average purchase price. The reporting person hereby undertakes to provide, upon request, to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (2) The shares of Common Stock are owned directly by A. Gordon Family Ventures LLC.
 - This transaction was executed in multiple trades at prices ranging from \$5.44 to \$5.58. The price reported above reflects the weighted
- (3) average purchase price. The reporting person hereby undertakes to provide, upon request, to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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.

Signatures 3