

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

COFFEE HOLDING CO INC

Form: 4

Date Filed: 2016-03-25

Corporate Issuer CIK: 1007019

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(Print or Type Responses)

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

OMB APPROVAL					
OMB Number:	3235-0				
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person GORDON ANDREW				Issuer Name and Ticker or Trading Symbol COFFEE HOLDING CO INC [JVA]							Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) (First) (Middle) C/O COFFEE HOLDING CO., INC., 3475 VICTORY				3. Date of Earliest Transaction (Month/Day/Year)						X_Officer (give title below) Other (specify below) President and CEO						
BOULEVARD	00/2				b .								1100	sident and old		
(Street)				4. If Amendment, Date Original FiledMonth/Day/Year)							6. Individual or J _X_ Form filed by One Form filed by Mor	Reporting Per	son	cable Line)		
STATEN ISLA												I dilli liled by Wol	e than One nep	Jorning Person		
(City)	(State)	(Zip)			Та	ble I - N	on-D	erivative	Securit	ies Acq	uired, Disposed o	of, or Bene	ficially Owned		
1.Title of Security (Instr. 3)	/		2. Transaction Date (Month/Day/Yea	Execution Date, if ear) any		, if Code (Inst	(Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			Ownership Form:	Beneficial	
				(Month/D	ay/Ye		Code	٧	Amount	(A) or (D)	Price				. ,	Ownership (Instr. 4)
Common Sto	ck, \$0.001 p	oar value	03/23/2016				Р		1,200	A	\$ 3.91	234,383			I	Through A. Gordon Family Ventures LLC (1)
Common Stoo	ck, \$0.001 p	par value	03/24/2016				Р		2,601	IA I	\$ 3.9 (<u>2)</u>	236,984			I	Through A. Gordon Family Ventures LLC (1)
Reminder: Repor	rt on a separat	e line for each clas	s of securities ben	eficially own	ed dir	ectly or	P	erso orm a		equired t		collection of inform and unless the for				1474 (9-02)
			Table II	- Derivative			•		•			y Owned				
1. Title of	2.	3. Transaction	3A. Deemed	(e.g., puts		•		_				o and Amount of	9 Price of	9. Number of	10.	11 Natura
Derivative Security (Instr. 3)	Conversion Date Execution or Exercise (Month/Day/Year) any		Execution Date, if	(Instr. 8) Sec Acq Disp		Derivativ Securitie Acquired Disposed	erivative		Date Exercis and Expiration (Month/Day/Ye)		Unde	(Instr. 5) Ben Owr			Ownership Form of	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Da Ex	te ercisable	Expiration Date		Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	or Indirect (I) (Instr. 4)	

Reporting Owners

Donostina Ourov Nome / Address	Relationships							
Reporting Owner Name / Address	Director 10% Owner		Officer	Other				
GORDON ANDREW								
C/O COFFEE HOLDING CO., INC.	v		President and CEO					
3475 VICTORY BOULEVARD	^		Fresident and GEO					
STATEN ISLAND, NY 10314								

Signatures

/s/ Andrew Gordon	03/24/2016
-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) The shares of Common Stock are owned directly by A. Gordon Family Ventures LLC.
- (2) This transaction was executed in multiple trades at prices ranging from \$3.89 to \$3.91. The price reported above reflects the weighted 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.

(Print or Type Responses)

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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1. Name and Address of Reporting Person— 2. Issuer Name and Ticke GORDON ANDREW COFFEE HOLDING C								5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner				
(Last) (First) (M C/O COFFEE HOLDING CO., INC., 3475 V BOULEVARD	//OTODY/	Date of Earliest Tra 3/23/2016	ay/Year)		X_ Director10% Owner							
(Street) STATEN ISLAND, NY 10314	4. 1	4. If Amendment, Date Original FiledMonth/Day/Year)						Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person				
-	(Zip)		Table I - No	n-D	erivative	Securit	ies Acai	l uired, Disposed o	of or Renef	icially Owned		
(Instr. 3) Da		Execution Date, if	3. Transaction Code (Instr. 8)		<u> </u>			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership
		(Month/Day/Tear)	Code	V	Amount	(A) or (D)	Price				` '	(Instr. 4)
Common Stock, \$0.001 par value 03	3/23/2016		Р		1,200	А	\$ 3.91	234,383			I	Through A. Gordon Family Ventures LLC (1)
Common Stock, \$0.001 par value 03	3/24/2016		Р		2,601	Α	\$ 3.9 (<u>2)</u>	236,984			_	Through A. Gordon Family Ventures LLC (1)
Reminder: Report on a separate line for each class of	anauritina hanafi	icially average discar	ili. or indirectly					l				
Treminder. Report on a separate line for each class of	Table II - I	Derivative Securit	Pe fo Ol	erson rm a MB o	re not re control n	equired t umber. f, or Ber	to respon	ollection of inform nd unless the for				1474 (9-02)
Derivative Conversion Date Executity or Exercise (Month/Day/Year) any	. Deemed 4 ecution Date, if	(Instr. 8) Sec Acc Disp (Ins		6. I and (Md	Date Exer d Expiration onth/Day/	rcisable on Date 'Year) Expiratio	7. Title Under (Instr.	e and Amount of tying Securities 3 and 4) Amount or Number of Shares		9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Form of Derivative Security: Direct (D) or Indirect	11. Nature of Indirect Beneficial Ownership (Instr. 4)

Reporting Owners

Departing Owner Name / Address	Relationships						
Reporting Owner Name / Address	Director 10% Owner		Officer	Other			
GORDON ANDREW							
C/O COFFEE HOLDING CO., INC.	v		President and CEO				
3475 VICTORY BOULEVARD	^		Fresident and GEO				
STATEN ISLAND, NY 10314							

Signatures

/s/ Andrew Gordon	ndrew Gordon					
Signature of Reporting Person		Date				

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- (1) The shares of Common Stock are owned directly by A. Gordon Family Ventures LLC.
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