

COFFEE HOLDING CO INC
Form DEFA14A
February 27, 2017

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

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934
(Amendment No. __)

Filed by the Registrant
Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, For Use of the Commission Only (As Permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under Rule 14a-12

Coffee Holding Co., Inc.
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which transaction applies:
- (2) Aggregate number of securities to which transaction applies:
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of transaction:
- (5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

- (1) Amount Previously Paid:
- (2) Form, Schedule or Registration Statement No.:
- (3) Filing Party:
- (4) Date Filed:

CONTROL ID:
REQUEST ID:

IMPORTANT NOTICE
REGARDING THE
AVAILABILITY OF
PROXY MATERIALS
for the Annual Meeting of
Stockholders

DATE: April 13,
2017
at 3:30
TIME: p.m
Eastern
Time
Hilton
Garden
Inn
Located
at 1100
LOCATION: South
Avenue,
Staten
Island,
New
York
10314

HOW TO REQUEST PAPER COPIES OF OUR MATERIALS

| | | | |
|----------------------------------|-----------------------------------|---|--|
| PHONE: | FAX: | INTERNET: | EMAIL: |
| Call toll free 1-866-752-8683 | Send this card to 202-521-3464 | https://www.iproxydirect.com/jva and follow the on-screen instructions. | proxy@iproxydirect.com . Include your Control ID in your email. |

This communication represents a notice to access a more complete set of proxy materials available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The proxy statement is available at: <https://www.iproxydirect.com/jva>

If you want to receive a paper copy of the proxy materials you must request one. There is no charge to you for requesting a copy. To facilitate timely delivery please make the request, as instructed above, before March 24, 2017.

you may enter your voting instructions at <https://www.iproxydirect.com/jva> until 11:59 pm eastern time April 12, 2017.

The
purposes of
this meeting
are as
follows:

1.
To elect two
directors to
serve for a
three-year
term to expire
at the 2020
annual
meeting of
stockholders.

The
following
directors have
been
nominated by
the
Nominating
and
Corporate
Governance
Committee of
the Board of
Directors:
David
Gordon
John Rotelli

2.

To ratify the appointment of Marcum LLP as Coffee Holding Co., Inc.'s independent registered public accounting firm for the fiscal year ending October 31, 2017; and

3.

To transact any other business as may properly come before the Annual Meeting.

Pursuant to Securities and Exchange Commission rules, you are receiving this Notice that the proxy materials for the Annual meeting are available on the Internet. Follow the instructions above to view the materials and vote or request printed copies.

The board of directors has fixed the close of business on February 22, 2017 as the record date for the determination of stockholders entitled to receive notice of the Annual Meeting and to vote the shares of our common stock, par value \$.001 per share, they held on that date at the meeting or any postponement or adjournment of the meeting.

The Board of Directors recommends that you vote 'FOR' all proposals above.

Please note – This is not a Proxy Card - you cannot vote by returning this

card

Coffee Holding Co., Inc.
SHAREHOLDER SERVICES
500 Perimeter Park Drive Suite D
Morrisville NC 27560

TIME SENSITIVE SHAREHOLDER INFORMATION ENCLOSED

IMPORTANT SHAREHOLDER INFORMATION

YOUR VOTE IS IMPORTANT