

COFFEE HOLDING CO INC  
Form DEFA14A  
February 28, 2013

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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:

o Fee paid previously with preliminary materials.

o 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:

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coffee holding co., inc.

CONTROL ID:  
REQUEST ID:

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

DATE: April 11, 2013  
TIME: 3:00 pm (Local Time)  
The Hilton Garden Inn  
LOCATION: 1100 South Avenue  
Staten Island, New York 10314

HOW TO REQUEST PAPER COPIES OF OUR MATERIALS

PHONE:	FAX:	INTERNET:	EMAIL:
Call toll free	Send this card to	<a href="https://www.iproxydirect.com/JVA">https://www.iproxydirect.com/JVA</a>	<a href="mailto:proxy@iproxydirect.com">proxy@iproxydirect.com</a> .
1-866-752-8683	202-521-3464	and follow the on-screen instructions.	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 27, 2013.

you may enter your voting instructions at <https://www.iproxydirect.com/JVA>  
until 11:59 pm eastern time APRIL 10, 2013

The purposes of this meeting are as follows:

1. Proposal 1: Election of Directors to Serve Until 2016.  
-Gerard DeCapua  
-Robert M. Williams
2. Proposal 2: Proposal to Ratify the Appointment of Parentebeard LLC as our Independent Registered Public Accounting Firm.
3. Proposal 3: Proposal to Approve the Company's 2013 Equity Compensation Plan.
4. Proposal 4: Proposal, on an Advisory Basis, to Approve the Company's Executive Compensation.
5. Proposal 5: Proposal, on an Advisory Basis, to Approve the Company's Proposal for a Three-Year Vote on the Frequency of the Advisory Vote on Executive Compensation.

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Pursuant to new 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 25, 2013 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 \$0.001 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

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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

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