

CRAFT BREW ALLIANCE, INC.

Form 4

August 14, 2013

# FORM 4

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

OMB APPROVAL

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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

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Widmer Kurt R

2. Issuer Name and Ticker or Trading Symbol  
CRAFT BREW ALLIANCE, INC.  
[BREW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
08/12/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)

929 NORTH RUSSELL STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PORTLAND, OR 97227

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (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) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount or Price (A) or (D)  |  |   |
| Common Stock                    | 08/12/2013                           |  | S                              |   | 23,344<br>(1)   | D  |   |
|                                 |                                      |  |                                |   | \$<br>10.11<br>(2)  |  |   |
| Common Stock                    | 08/13/2013                           |  | S                              |   | 6,760<br>(1)  | D  |   |
|                                 |                                      |  |                                |   | \$ 10<br>(3)  |  |   |
| Common Stock                    | 08/14/2013                           |  | S                              |   | 1,500<br>(1)  | D  |   |
|                                 |                                      |  |                                |   | \$<br>10.01<br>(4)  |  |   |
| Common Stock                    |                                      |  |                                |   |   | I  | See Footnote (5)                                      |
|                                 |                                      |  |                                |   | 12,867  |  |   |

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

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SEC 1474  
(9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Widmer Kurt R<br>929 NORTH RUSSELL STREET<br>PORTLAND, OR 97227 |               | X         |         |       |

## Signatures

/s/ Joseph K. O'Brien by Power of Attorney for Kurt R. Widmer  
 \*\*Signature of Reporting Person  
 Date: 08/14/2013

## 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) Shares were sold pursuant to a 10b5-1 Sales Plan dated December 3, 2012.  
 The price in column 4 is a weighted average sales price. The prices actually received range from \$10.00 to \$10.36. The reporting person will provide to any such security holder of the issuer or the SEC staff, information regarding the number of shares sold at each price within the range.
- (3) The price in column 4 is a weighted average sales price. The prices actually received range from \$10.00 to \$10.07. The reporting person will provide to any such security holder of the issuer or the SEC staff, information regarding the number of shares sold at each price within the range.
- (4)

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The price in column 4 is a weighted average sales price. The prices actually received range from \$10.00 to \$10.03. The reporting person will provide to any such security holder of the issuer or the SEC staff, information regarding the number of shares sold at each price within the range.

(5) Shares are owned by Mr. Widmer's spouse.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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