

COFFEE HOLDING CO INC  
Form DEFA14A  
February 28, 2019

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

SCHEDULE 14A

PROXY STATEMENT PURSUANT TO SECTION 14(a) OF THE SECURITIES  
EXCHANGE ACT OF 1934

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 Pursuant to §240.14a-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 computer 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:



COFFEE HOLDING CO., INC. CONTROL  
ID:  
REQUEST  
ID:

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

DATE: April 18, 2019  
TIME: 3:00 p.m., local time  
LOCATION: Hilton garden Inn located at 1100 South Avenue,  
Staten Island, New York 10314

HOW TO REQUEST PAPER COPIES OF OUR MATERIALS

PHONE: INTERNET:  
CaFAX: <https://www.iproxydirect.com/JVA>  
toSend this card to and EMAIL:  
fre202-521-3464 followproxy@iproxydirect.com  
1-866-752-8683 the Include your Control ID in your email.  
on-screen  
instructions.

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 April 4, 2019.

you may enter your voting instructions at <https://www.iproxydirect.com/JVA> until 11:59 pm eastern time April 17, 2019.

The purposes of this meeting are as follows:

1.  
To elect two directors to serve for a three-year term to expire at the 2022 annual meeting of stockholders. The following directors have been nominated by the Nominating and Corporate Governance Committee of the Board of Directors:  
Gerard Decapua  
George F. Thomas

2.

To ratify the appointment of Marcum LLP as the independent registered public accounting firm of Coffee Holding Co., Inc. for the fiscal year ending October 31, 2019;

3.

To hold an advisory vote on the Company's executive compensation; and

4.

To hold an advisory vote on the frequency of holding an advisory vote on the Company's executive compensation.

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 25, 2019 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