

COFFEE HOLDING CO INC  
Form 8-K  
May 10, 2012

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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 10, 2012

COFFEE HOLDING CO., INC.  
(Exact name of registrant as specified in its charter)

|   |  |  |
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| Nevada<br>(State or other<br>jurisdiction<br>of incorporation)                              | 001-32491<br>(Commission<br>File Number) | 11-2238111<br>(IRS Employer<br>Identification No.) |
| 3475 Victory Boulevard, Staten Island, New York<br>(Address of principal executive offices) |  | 10314<br>(Zip Code)                                |

Registrant's telephone number, including area code: (718) 832-0800

Not Applicable  
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item Other Events.  
8.01.

On May 10, 2012, Coffee Holding Co., Inc. (the “Company”) announced the launch of a new gourmet brand, Superior Selections, with its joint venture, Generations Coffee Co. LLC, and Associated Wholesale Grocers, Inc.

The press release announcing the new venture is attached hereto as Exhibit 99.1.

99.1 Press release, dated May 10, 2012, issued by Coffee Holding entitled “Coffee Holding Co., Inc. Announces Launch of New Gourmet Brand.”

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

COFFEE HOLDING CO., INC.

Dated: May 10, 2012

By: /s/ Andrew Gordon  
Name: Andrew Gordon  
Title: President and Chief Executive  
Officer

EXHIBIT INDEX

Exhibit No. Description

99.1 Press release, dated May 10, 2012, issued by Coffee Holding entitled “Coffee Holding Co., Inc. Announces Launch of New Gourmet Brand.”