

COFFEE HOLDING CO INC  
Form 8-K  
March 12, 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): March 12, 2012

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

Nevada (State or other jurisdiction of incorporation)	001-32491 (Commission File Number)	11-2238111 (IRS Employer Identification No.)
3475 Victory Boulevard, Staten Island, New York (Address of principal executive offices)		10314 (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 7.01. Regulation FD Disclosure.

Andrew Gordon, President and Chief Executive Officer of Coffee Holding Co., Inc., is speaking at the 24th Annual Roth Investor Conference on March 12, 2012 in Dana Point, California. A copy of the visual presentation he will use in connection with his remarks is being furnished as Exhibit 99.1 and is incorporated by reference under this Item 7.01.

Item 9.01 Financial Statements and Exhibits.

99.1 March 2012 Management Presentation

The information set forth in Item 7.01 of this Current Report on Form 8-K and the exhibit listed in Item 9.01 and the exhibit index are furnished pursuant to Regulation FD and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section. The information in this Current Report on Form 8-K, including, without limitation, Exhibit 99.1, shall not be incorporated by reference into any filing or other document pursuant to the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing or document.

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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: March 12, 2012

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

EXHIBIT INDEX

Exhibit No.	Description
99.1	March 2012 Management Presentation