

COFFEE HOLDING CO INC
Form DEFA14A
February 24, 2012

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:

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 12, 2012
TIME: at 3:00 p.m. (local time)
LOCATION: The Hilton Garden Inn, 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 | https://www.iproxydirect.com/JVA | proxy@iproxydirect.com . |
| 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 April 4, 2012.

you may enter your voting instructions at <https://www.iproxydirect.com/JVA>
until 11:59 pm eastern time April 11, 2012.

The purposes of this meeting are as follows:

1. Director Vote (Election of Directors to serve until 2015)
2. Proposal to ratify the appointment of ParenteBeard LLC as our independent registered public accounting firm.
3. At their discretion, the Proxies are authorized to vote upon such other business as may properly come before the meeting or adjournment thereof.

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.

Only stockholders of record at the close of business on February 21, 2012 (the "Record Date") are entitled to notice and to vote at the Annual Meeting and any adjournment.

THE BOARD OF DIRECTORS RECOMMENDS A VOTE "FOR" ALL NOMINEES IN PROPOSAL 1 AND "FOR" PROPOSAL 2.

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