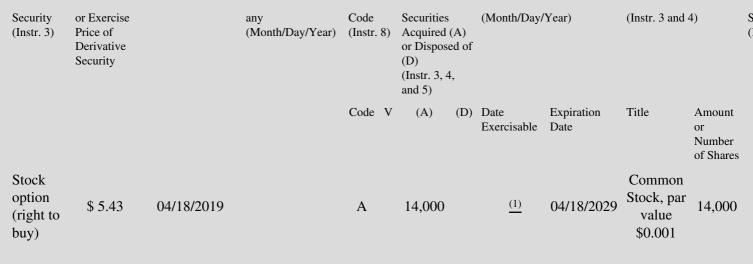
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Rotelli Johr Form 4	1												
April 22, 20)19												
									NT	OMB APPROVAL			
Washington, D.C. 20549									N OMB Number:	3235-028			
Check this box if no longer								Expires:	January 31 200				
subject to STATEMENT OF CHANGES						S IN BENEFICIAL OWNERSHIP OF CURITIES					Estimated average burden hours per		
Form 5 obligati may con <i>See</i> Inst 1(b).	Filed pur ons ntinue. Section 17(a) of the H	Public U	Jtility H	Iol		npan	y Act	nge Act of 1934, of 1935 or Secti 940		. 0.	D	
(Print or Type	Responses)												
1. Name and Rotelli Joh	Person <u>*</u>	2. Issuer Name and Ticker or Trading Symbol COFFEE HOLDING CO INC [JV					-	5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (I	Middle)	3. Date	of Earlies	st Tı	ransaction			(Cho	(Check all applicable)			
C/O COFFEE HOLDING CO., INC., 3457 VICTORY BOULEVARD			(Month/Day/Year) 04/18/2019					X_ Director10% Owner Officer (give titleOther (specify below)below)					
DOOLL	(Street)		4 If Am	endment	D	ate Origina	1		6 Individual or	Ioint/Group Fili	ng(Check		
		4. If Amendment, Date Original Filed(Month/Day/Year)					 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 						
STATEN I	SLAND,, NY 103	514							Person	Wore than one K	eporting		
(City)	(State)	(Zip)	Tal	ole I - No	on-E	Derivative	Secu	rities A	cquired, Disposed	of, or Beneficia	lly Owned		
1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deem Execution any (Month/Day/Sear)				4. Securities nAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A))	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
				Code	v	Amount	or (D)	Price	(Instr. 3 and 4)				
Reminder: Re	port on a separate line	for each cla	ass of sec	urities be	enef	icially ow	ned di	rectly	or indirectly.				
						Perso inform requir	ns w natio red to ays a	ho res n cont o resp	spond to the colle lained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)		
	Tab								Beneficially Owner securities)	d			
			0.1 F										

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of	8
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	orDerivative	Expiration Date	Underlying Securities	D

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Reporting Owners

Reporting Owner Name / Address		Relationships					
		Director	10% Owner	Officer	Other		
Rotelli John C/O COFFEE HOLDING C 3457 VICTORY BOULEV STATEN ISLAND,, NY 10	Х						
Signatures							
/s/ John Rotelli	04/22/201	9					
<u>**Signature of</u>	Date						

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).

The option award was made in accordance with the terms of the Issuer's 2013 Equity Compensation Plan (the "2013 Plan"). The option
 (1) vests as to all of the shares on April 18, 2020. The exercise price is based on the closing price for the shares of the Common Stock on the date of grant in accordance with the terms of the 2013 Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Reporting Person