

LORD DAVID R
Form 4
March 18, 2013

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
LORD DAVID R

2. Issuer Name and Ticker or Trading Symbol
CRAFT BREW ALLIANCE, INC.
[BREW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
929 N RUSSELL STREET
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
03/15/2013

Director 10% Owner
 Officer (give title below) Other (specify below)

PORTLAND, OR 97227
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	03/15/2013		M		4,000	A	\$ 2.18
Common Stock	03/15/2013		M		4,000	A	\$ 2.45
Common Stock	03/15/2013		M		4,000	A	\$ 3.15
Common Stock	03/15/2013		S		7,287	D	\$ 7.22
							(1)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares
Non-Employee Director Stock Option	\$ 2.18	03/15/2013		M	4,000	05/20/2008 05/20/2013	Common Stock	4,000
Non-Employee Director Stock Option	\$ 2.45	03/15/2013		M	4,000	05/18/2009 05/18/2014	Common Stock	4,000
Non-Employee Director Stock Option	\$ 3.15	03/15/2013		M	4,000	05/24/2010 05/24/2015	Common Stock	4,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LORD DAVID R 929 N RUSSELL STREET PORTLAND, OR 97227		X		

Signatures

/s/Edwin A. Smith by Power of Attorney for David R.
Lord

03/18/2013

**Signature of Reporting Person 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).

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- The price in column 4 is a weighted average sales price. The prices actually received range from \$7.20 to \$7.26. The reporting person will
- (1) provide to any such security holder of the issuer or the SEC staff, information regarding the number of shares sold at each price within the range.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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