

CRAFT BREW ALLIANCE, INC.

Form 4

March 18, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
Michaelson Terry E

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 NORTH RUSSELL STREET  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/14/2014

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Former CEO

PORTLAND, OR 97227

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

(City) (State) (Zip)

**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                    | 03/14/2014                           |  | M                              |   | 5,000 A \$ 1.25   | 30,299   | D                                 |
| Common Stock                    | 03/14/2014                           |  | S                              |   | 5,000 D \$ 15.26<br><u>(1)</u>  | 25,299   | D                                 |
| Common Stock                    | 03/17/2014                           |  | M                              |   | 2,270 A \$ 1.25   | 27,569   | D                                 |
| Common Stock                    | 03/14/2014                           |  | M                              |   | 2,730 A \$ 2.39   | 30,299   | D                                 |
| Common Stock                    | 03/17/2014                           |  | S                              |   | 5,000 D \$ 15.5   | 25,299   | D                                 |

Edgar Filing: CRAFT BREW ALLIANCE, INC. - Form 4

|              |            |   |       |   |                    |        |   |
|--------------|------------|---|-------|---|--------------------|--------|---|
| Common Stock | 03/18/2014 | M | 5,278 | A | \$ 2.39            | 30,577 | D |
| Common Stock | 03/18/2014 | S | 5,278 | D | \$<br>15.76<br>(2) | 25,299 | D |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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 (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 Securities (Instr. 3 and 4) | Amount or Number of Shares |                            |
|--|--|--------------------------------------|--|--------------------------------|--|--|---|----------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)  | Date Exercisable   | Expiration Date   | Title                      | Amount or Number of Shares |
| Employee Stock Option                      | \$ 1.25  | 03/14/2014                           |  | M                              | 5,000  | 02/11/2013 02/11/2019                                    | Common Stock  | 5,000                      |                            |
| Employee Stock Option                      | \$ 1.25  | 03/17/2014                           |  | M                              | 2,270  | 02/11/2013 02/11/2019                                    | Common Stock  | 2,270                      |                            |
| Employee Stock Option                      | \$ 2.39  | 03/17/2014                           |  | M                              | 2,730  | 04/01/2013 04/01/2020                                    | Common Stock  | 2,730                      |                            |
| Employee Stock Option                      | \$ 2.39  | 03/18/2014                           |  | M                              | 5,278  | 04/01/2013 04/01/2020                                    | Common Stock  | 5,278                      |                            |

## Reporting Owners

| Reporting Owner Name / Address                 | Relationships |           |            |       |
|--|---------------|-----------|------------|-------|
|  | Director      | 10% Owner | Officer    | Other |
| Michaelson Terry E<br>929 NORTH RUSSELL STREET |               |           | Former CEO |       |

PORTLAND, OR 97227

## Signatures

/s/Edwin A. Smith by Power of Attorney for Terry E.  
Michaelson

03/18/2014

\_\_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).

The price in column 4 is a weighted average sales price. The prices actually received range from \$15.25 to \$15.34. The reporting person  
(1) will 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.

The price in column 4 is a weighted average sales price. The prices actually received range from \$15.75 to \$16.00. The reporting person  
(2) will 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.

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.