

Stift Todd
Form 4
August 16, 2017

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 *
Stift Todd

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)
2135 OLIVINE DRIVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
08/16/2017

____ Director _____ 10% Owner
____ Officer (give title below) Other (specify below)
sales management

CHINO HILLS, CA 91709

(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	08/16/2017	08/16/2017	J		1,388 <u>(1)</u> 13.1 <u>(2)</u>	0 <u>(1)</u>	D
Common Stock	08/16/2017	08/16/2017	J ⁽¹⁾		2,018 <u>(1)</u> 10.7 <u>(2)</u>	0 <u>(1)</u>	D
Common Stock	08/16/2017	08/16/2017	J ⁽¹⁾		1,502 <u>(1)</u> 7.69 <u>(2)</u>	0 <u>(1)</u>	D
Common Stock	08/16/2017	08/16/2017	J ⁽¹⁾		1,388 18.5	0 <u>(1)</u>	D

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Common Stock	08/16/2017	08/16/2017	J ⁽¹⁾	2,018 (1)	D	\$ 18.5	0	D
Common Stock	08/16/2017	08/16/2017	J ⁽¹⁾	1,502 (1)	D	\$ 18.5	0	D

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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Stift Todd
2135 OLIVINE DRIVE
CHINO HILLS, CA 91709

sales management

Signatures

Todd M. Stift 08/16/2017

**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).
- (1) All of the transactions identified in this filing occurred pursuant to a single cashless execution request by the reporting party. Through Solium, the manager of BREW's stock option plan option grants, Reporting Party requested the cashless execution and contemporaneous sale of certain vested stock options. The transactions will be settled by a bank transfer of the excess of sales price over exercise price less

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taxes to Reporting Party's account. Exercised Options: 1388 shares at \$13.10 strike price 2018 shares at \$10.70 strike price 1502 shares at \$7.69 strike price Prior to and following the transactions reported here, Reporting Party has no equity interest in BREW.

(2) Purchase price pursuant to nonqualified stock option agreement.

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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