

CRAFT BREW ALLIANCE, INC.  
Form 8-K  
March 04, 2013

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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K

Current Report  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):  
March 4, 2013

CRAFT BREW ALLIANCE, INC.  
(Exact Name of Registrant as Specified in Charter)

Washington  
(State or Other Jurisdiction of  
Incorporation)

0-26542  
(Commission file number)

91-1141254  
(I.R.S. Employer Identification No.)

929 North Russell Street

Portland, OR 97227-1733  
(Address of Principal Executive Offices, Zip Code)

(503) 331-7270  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 2.02 Results of Operations and Financial Condition.

On March 4, 2013, Craft Brew Alliance, Inc. (the “Company”) issued a press release announcing growth in shipments for its Kona Brewing Co. brand family in 2012. A copy of the press release is furnished as Exhibit 99.1 to this report and incorporated by reference.

Item 9.01 Financial Statements and Exhibits.

(d)Exhibits: The following exhibit is furnished with this Form 8-K:

Exhibit 99.1 Press Release dated March 4, 2013.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CRAFT BREW ALLIANCE, INC.

Dated: March 4, 2013

By: /s/ Mark D. Moreland  
Mark D. Moreland  
Chief Financial Officer and Treasurer