

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

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Common Stock	08/16/2017	08/16/2017	J <sup>(1)</sup>	2,018 <u>(1)</u>	D	\$ 18.5	0	D
Common Stock	08/16/2017	08/16/2017	J <sup>(1)</sup>	1,502 <u>(1)</u>	D	\$ 18.5	0	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.**

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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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