

Item 2.02 Results of Operations and Financial Condition.

On October 28, 2014, Craft Brew Alliance, Inc. (the “Company”) issued a press release tightening its 2014 full-year guidance following the successful launch of its brewing capability in Memphis, Tennessee. 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 October 28, 2014.

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: October 28, 2014 By: /s/ Mark D. Moreland
Mark D. Moreland
Chief Financial
Officer and Treasurer