

BOSTON BEER CO INC

Form 4

October 02, 2006

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
ROPER MARTIN F

(Last) (First) (Middle)

**C/O THE BOSTON BEER
COMPANY, INC., 75 ARLINGTON
STREET**

(Street)

BOSTON, MA 02166

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
BOSTON BEER CO INC [SAM]

3. Date of Earliest Transaction
(Month/Day/Year)
10/02/2006

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify
below) ☐
President and C.E.O.

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 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Class A Common	10/02/2006		M		12,500	A \$ 9.53	18,844 D
Class A Common	10/02/2006		S		100	D \$ 30.9	18,744 D
Class A Common	10/02/2006		S		400	D \$ 30.91	18,344 D
Class A Common	10/02/2006		S		800	D \$ 30.95	17,544 D
Class A Common	10/02/2006		S		400	D \$ 31	17,144 D

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Class A Common	10/02/2006	S	100	D	\$ 31.01	17,044	D
Class A Common	10/02/2006	S	500	D	\$ 31.05	16,544	D
Class A Common	10/02/2006	S	500	D	\$ 31.06	16,044	D
Class A Common	10/02/2006	S	1,900	D	\$ 31.15	14,144	D
Class A Common	10/02/2006	S	300	D	\$ 31.2	13,844	D
Class A Common	10/02/2006	S	400	D	\$ 31.23	13,444	D
Class A Common	10/02/2006	S	200	D	\$ 31.24	13,244	D
Class A Common	10/02/2006	S	500	D	\$ 31.25	12,744	D
Class A Common	10/02/2006	S	400	D	\$ 32.03	12,344	D
Class A Common	10/02/2006	S	200	D	\$ 31.34	12,144	D
Class A Common	10/02/2006	S	900	D	\$ 31.35	11,244	D
Class A Common	10/02/2006	S	300	D	\$ 31.41	10,944	D
Class A Common	10/02/2006	S	800	D	\$ 31.43	10,144	D
Class A Common	10/02/2006	S	100	D	\$ 31.52	10,044	D
Class A Common	10/02/2006	S	900	D	\$ 31.53	9,144	D
Class A Common	10/02/2006	S	300	D	\$ 31.71	8,844	D
Class A Common	10/02/2006	S	500	D	\$ 31.75	8,344	D
Class A Common	10/02/2006	S	100	D	\$ 31.8	8,244	D
Class A Common	10/02/2006	S	700	D	\$ 31.82	7,544	D
Class A Common	10/02/2006	S	300	D	\$ 31.83	7,244	D
	10/02/2006	S	500	D	\$ 31.9	6,744	D

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Class A
Common

Class A Common	10/02/2006	S	400	D	\$ 31.91	6,344	D
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Option (Right to Buy)	\$ 9.53	10/02/2006		M	12,500	01/01/2003 10/20/1997	Class A Common 250,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

ROPER MARTIN F
C/O THE BOSTON BEER COMPANY, INC.
75 ARLINGTON STREET
BOSTON, MA 02166

X

President and C.E.O.

Signatures

Martin F. Roper 10/02/2006

**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).

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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