Edgar Filing: Grinnell David L. - Form 4

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Form 4	V10 L.											
January 23,	2012											
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION									OMB APPROVAL			
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287			
	Check this box							Expires:	January 31, 2005			
subject t Section Form 4 o Form 5	STATEN 16. or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,										
obligation may con <i>See</i> Instr 1(b).	ons Section 17(a) of the	Public U	Jtility Hol	ding Cor		of 1935 or Sectio	n				
(Print or Type	Responses)											
1. Name and A Grinnell Da	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]				5. Relationship of Reporting Person(s) to Issuer							
						[SAM]	(Check all applicable)					
(Last)	(First) (I	Middle)		of Earliest T Day/Year)	ransaction		Director	100	% Owner			
C/O THE E	BOSTON BEER		01/20/2	•			X Officer (give title Other (specify					
	Y, INC., ONE DE PLACE, SUITE 83						below) Vice Pr	below) resident of Brev	wing			
	(Street)		4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check					
	Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person							
BOSTON,					Form filed by More than One Reporting Person							
(City)	(State)	(Zip)	Tal	ble I - Non-I	Derivative	Securities A	cquired, Disposed o	f, or Beneficia	ally Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	3. Transactio Code (Instr. 8)	Disposed	(A) or of (D) 4 and 5) (A)	Securities Beneficially Owned	5. Ownership Form: Direct D) or Indirect I) Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code V	Amount	or (D) Price	(Instr. 3 and 4)					
Reminder: Re	port on a separate line	e for each cl	ass of sec	curities benef	ficially ow	ned directly	or indirectly.					
					Perso inform requir	ons who res nation cont red to resp ays a curre	spond to the collect ained in this form ond unless the for ntly valid OMB col	are not m	SEC 1474 (9-02)			
	Tab					sposed of, or convertible	Beneficially Owned securities)					

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Security (Instr. 3)	or Exercise any Price of (Mo Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	A A A D of (I	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)		Security (Instr. 5)
				Code N	7 ((A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Resticted Stock Purchase	\$ 65.136	01/20/2012		А	2	268		<u>(1)</u>	(1)	Class A Common	268	\$ 65.1
Reporting Owners												
Reporting Owner Name / Address								tionships		Other		
			Director	10% O	wne	ner Office		ſ				
Grinnell David L. C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210				Vice President of Brewing								
Signat	ures											
Helen F. Bornemann under POA for the benefit of David L. Grinnell							(01/23/2012				
<u>**</u> 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) Restricted Stock Purchase pursuant to the Investment Share Program under the Issuer's Employee Equity Incentive Plan, shares will vest 20% over 5 years from date of purchase.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.