### Edgar Filing: URICH WILLIAM F - Form 4

URICH WI	LLIAM F										
Form 4											
January 26,	2012										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION								OMB APPROVAL			
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									OMB Number:	3235-0287	
Check tl if no lon subject t Section Form 4 e Form 5	iger STATE 16. or		OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Expires:January 31, 2005Estimated average burden hours per response0.5	
Form 5 obligations may continue. See Instruction 1(b). 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 <u></u> URICH WILLIAM F			2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]					5. Relationship of Reporting Person(s) to Issuer			
(Last)						(Check all applicable)					
COMPAN	BOSTON BEER Y, INC., ONE D PLACE, SUITE	ESIGN		Day/Year)				Director X Officer (give below) Chief F		Owner er (specify er	
(Street)			4. If Amendment, Date Original					6. Individual or Joint/Group Filing(Check			
Filed(Mon				nth/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
BOSTON,	MA 02210							Person		porting	
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	e Secu	rities Acqu	iired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)			(A)				) 5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	OwnershipIndiaForm:BendDirect (D)Own	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)			
Class A Common	01/24/2012			М	3,000	А	\$ 15.83	5 5,239	D		
Class A Common	01/24/2012			S	3,000 (1) (2)	D	\$ 99.6179	2,239	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 (9-02) required to respond unless the form displays a currently valid OMB control number.

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#### 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. Transactio Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		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)	\$ 15.835	01/24/2012		М	3,000	09/08/2008	09/08/2013	Class A Common	125,000

# **Reporting Owners**

<b>Reporting Owner Name / Address</b>		Relationships						
	Director	10% Owner	Officer	Other				
URICH WILLIAM F C/O THE BOSTON BEER COMPANY, INC ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210			Chief Financial Officer					
Signatures								
William F. 01/26/2012								

01/26/2012 Urich \*\*Signature of Date

Reporting Person

## **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).
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,000 shares (1) is from \$99.47 to \$99.82.
- The filer will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the (2) Registrant, full information regarding the number of shares sold at each separate price.

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.