KOCH C JAMES Form 4

March 21, 2012

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

January 31, Expires: 2005 Estimated average burden hours per 0.5 response...

OMB APPROVAL

3235-0287

OMB

Number:

Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Check this box

if no longer

subject to

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person ** KOCH C JAMES			, and the second	5. Relationship of Reporting Person(s) to Issuer			
		OIV DEE.	it conte [b/m/]	(Check all applicable)			
(First)	(Middle) 3. Date	of Earliest	Transaction				
Y, ONE DESIGN	03/19/	•		below)	titleOtho		
(Street)	4. If An	nendment, I	Oate Original	6. Individual or Joi	nt/Group Filir	ng(Check	
BOSTON, MA 02210			ear)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(State)	(Zip) Ta	ble I - Non	-Derivative Securities Acq	uired, Disposed of,	or Beneficial	ly Owned	
2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	* '	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
	(First) BOSTON BEER Y, ONE DESIGN PLACE, SUITE 8 (Street) MA 02210 (State) 2. Transaction Date	Symbol BOST (First) (Middle) 3. Date (Month BOSTON BEER O3/19/Y, ONE DESIGN PLACE, SUITE 850 (Street) 4. If An Filed(M MA 02210 (State) (Zip) Ta 2. Transaction Date (Month/Day/Year) Execution Date, if any	Symbol BOSTON BEE (First) (Middle) 3. Date of Earliest (Month/Day/Year) BOSTON BEER 7, ONE DESIGN PLACE, SUITE 850 (Street) 4. If Amendment, I Filed(Month/Day/Year) MA 02210 (State) (Zip) Table I - Non 2. Transaction Date 2A. Deemed 3. (Month/Day/Year) Execution Date, if Transaction any Code	Symbol BOSTON BEER CO INC [SAM] (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) BOSTON BEER Y, ONE DESIGN PLACE, SUITE 850 (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) MA 02210 (State) (Zip) Table I - Non-Derivative Securities Acq 2. Transaction Date (Month/Day/Year) 3. 4. Securities Acquired (A) (Month/Day/Year) Execution Date, if Transaction Disposed of (D) any Code (Instr. 3, 4 and 5) (Month/Day/Year) (Instr. 8)	Symbol BOSTON BEER CO INC [SAM] (Check (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)X DirectorX Officer (give below) Y, ONE DESIGN PLACE, SUITE 850 (Street) 4. If Amendment, Date Original filed(Month/Day/Year) Applicable Line)X Form filed by O Form filed by O Form filed by Merson (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired (A) 5. Amount of (Month/Day/Year) Execution Date, if Transactiom Disposed of (D) Securities any Code (Instr. 3, 4 and 5) Beneficially Owned Following Reported	Symbol BOSTON BEER CO INC [SAM] (Check all applicable (Check all	

1.Title of	2. Transaction Date	2A. Deemed	3. 4. Securities Acquired (A)				5. Amount of	6.	7. Nature of
Security	(Month/Day/Year)	Execution Date, if	Transactio	Transaction Disposed of (D)				Ownership	Indirect
(Instr. 3)		any	Code	(Instr. 3,	4 and	5)	Beneficially	Form:	Beneficial
		(Month/Day/Year)	(Instr. 8)				Owned	Direct (D)	Ownership
							Following	or Indirect	(Instr. 4)
					(A)		Reported	(I)	
					or		Transaction(s)	(Instr. 4)	
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
					, í	\$			
Class A	03/19/2012		S	500	D	100.2322	286,504	D	
Common	03/17/2012		5	300	ט	(1)	200,504	Ъ	
						<u>(4)</u>			
									Custodian
									for
Class A							23,486	I	children
Common							25,400	1	
									under
									UGTMA
Class A							3,656	I	By spouse
Common							3,030	1	• •
Common									as
									custodian

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			for children under UGTMA
Class A Common	2,532	I	By spouse in trust for children
Class A Common	36,000	I	By spouse in trust under GRAT

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.

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	2.	3. Transaction Date		4.	5.	6. Date Exerc		7. Title		8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	onNumber	Expiration Da	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	9		Securi	ties	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
						Date	Expiration		or		
						Exercisable	Date		Number		
						Z.:CTCISGOTC	2		of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address	Kelationships						
. 0	Director	10% Owner	Officer	Other			
KOCH C JAMES							
C/O THE BOSTON BEER COMPANY	X	X	Chairman				
ONE DESIGN CENTER PLACE, SUITE 850	Λ	Λ	Chairman				
BOSTON, MA 02210							

Reporting Owners 2

Signatures

Kathleen H. Wade under POA for the benefit of C. James
Koch
03/21/2012

**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).
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 500 shares is (1) from \$100.18 to \$100.31. The reporting person will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the 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.

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