**KOCH C JAMES** Form 4

March 26, 2012

## 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 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

1(b).

(Print or Type Responses)

(Last)

1. Name and Address of Reporting Person \* **KOCH C JAMES** 

> (First) (Middle)

C/O THE BOSTON BEER COMPANY, ONE DESIGN **CENTER PLACE, SUITE 850** 

BOSTON, MA 02210

(Street)

3. Date of Earliest Transaction

(Month/Day/Year) 03/23/2012

Filed(Month/Day/Year)

(Instr. 8)

5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Issuer

Symbol **BOSTON BEER CO INC [SAM]** 

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

(Check all applicable)

Chairman

\_X\_\_ 10% Owner

Other (specify

Applicable Line)

\_X\_\_ Director

X\_ Officer (give title

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

below)

(City)	(State)	(Zip) Ta	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned					
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	Transacti	oror Disposed of (D)	Securities	Ownership	Indirect	
(Instr. 3)		any	Code	(Instr. 3, 4 and 5)	Beneficially	Form:	Beneficial	

(Month/Day/Year) (A)

Code V Amount (D) S 3,000 D

Class A 03/23/2012 Common

Class A Common Class A Common

Price

100.6964

(1)

Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)

278,343

Direct (D) or Indirect (I) (Instr. 4)

Beneficial Ownership (Instr. 4)

**OMB APPROVAL** 

Estimated average

burden hours per

3235-0287

January 31,

2005

0.5

**OMB** 

Number:

Expires:

response...

Custodian

for 23,486 I children under **UGTMA** 

D

3,656 I

By spouse

custodian

### Edgar Filing: KOCH C JAMES - Form 4

			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	Transactio	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		
						Lacroisable Bute			of		
				Code V	(A) (D)				Shares		

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
. 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	A Chairman				
BOSTON, MA 02210						

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## **Signatures**

Kathleen H. Wade under POA for the benefit of C. James
Koch
03/26/2012

\*\*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 3,000 shares (1) is from \$100.35 to \$101.26. 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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