Wade Kathleen H Form 4 May 14, 2012

## FORM 4

#### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

**OMB APPROVAL** OMB

3235-0287 Number:

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Check this box if no longer subject to Section 16. Form 4 or Form 5

may continue.

See Instruction

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

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(b).

1. Name and Address of Reporting Person \* Wade Kathleen H

(First)

(Street)

(State)

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last)

(Middle)

(Zip)

**BOSTON BEER CO INC [SAM]** 

(Check all applicable)

C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., SUITE 850

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

X\_ Officer (give title below)

10% Owner Other (specify

05/10/2012

VP - Legal and Secretary

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check Applicable Line)

Director

Filed(Month/Day/Year)

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

tive Committee Assuin

BOSTON, MA 02210

(City)

(5)	(23)	Tat	ole I - Non-	Derivativ	e Secu	irities Acquir	ea, Disposea of,	or Beneficially	y Owned
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3. Transactio			cquired (A)	5. Amount of Securities	6. Ownership	7. Nature of Indirect
(Instr. 3)	(Wondin Buji Tear)	any	Code	(Instr. 3,		` ′	Beneficially	Form:	Beneficial
		(Month/Day/Year)	(Instr. 8)	, ,		,	Owned Following	Direct (D) or Indirect	Ownership (Instr. 4)
					(A)		Reported	(I)	
					or		Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
			Code V	Amount	(D)	Price	(Ilisti. 3 alid 4)		
Class A Common	05/10/2012		M	800	A	\$ 21.14	11,227 (1)	D	
Class A Common	05/10/2012		S	800	D	\$ 106.6488 (2)	10,477 (1)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of **SEC 1474** information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

#### Edgar Filing: Wade Kathleen H - Form 4

## 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. Transactic Code (Instr. 8)			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		3 (
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (Right to Buy)	\$ 21.14	05/11/2012		M		800	01/01/2010	01/01/2015	Class A Common	800	

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Wade Kathleen H C/O THE BOSTON BEER COMPANY, INC. 1 DESIGN CENTER PL., SUITE 850 BOSTON, MA 02210

VP - Legal and Secretary

8. P Der Sec (Ins

### **Signatures**

Kathleen H. 05/14/2012 Wade

\*\*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).
- (1) The shares reported include 3,462 shares of restricted stock subject to vesting conditions based on continued employment.
- The price shown is the weighted average of the sale price for the transactions reported on this line. The range of sale prices for the 800 (2) shares is from \$106.50 to \$106.74. The filer 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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