## Edgar Filing: KOCH C JAMES - Form 4

KOCH C JA Form 4 April 18, 20 <b>FORN</b> Check t if no los subject Section Form 4 Form 5 obligati may con <i>See</i> Inst 1(b).	13 <b>A</b> <b>A</b> <b>UNITED S</b> <b>bis box</b> <b>STATEM</b> 16. or Filed purs Section 17(a	ENT OF CH uant to Sectio ) of the Publi	Washington ANGES IN SECUI on 16(a) of th	, D.C. 2 BENER RITIES ne Securi ding Co	0549 FICIA ities I mpar	AL OWI Exchange by Act of	COMMISSION NERSHIP OF e Act of 1934, 1935 or Sectio 0	OMB Number: Expires: Estimated burden ho response.	urs per	
	•									
KOCH C JAMES Sy			2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (M		te of Earliest T		-	,	(Chec	k all applicab	le)	
			(Month/Day/Year) 04/17/2013				_X_ Director _X_ 10% Owner _X_ Officer (give title Other (specify below) below) Chairman			
Filed(M			Amendment, Date Original d(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>			
	MA 02210	7:n)					Person			
(City)						-	uired, Disposed of		•	
1.Title of Security (Instr. 3)			Code ar) (Instr. 8)	4. Securi on(A) or D (Instr. 3, Amount	ispose 4 and (A) or	d of (D) 5) Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common	04/17/2013		S	2,000	D	\$ 159.03 (1)	26,000	D		
Class A Common	04/17/2013		S	1,000	D	\$ 160.15 (2)	25,000	D		
Class A Common							23,486	I	Custodian for children under UGTMA	

Class A Common						3,656	Ι		as custo for chilo unde		
Class A Common						2,532	Ι		•	pouse ust for lren	
Class A Common						22,756	I		By s in tr unde GRA	er	
Class A Common						44,248	Ι			LC aged pouse	
			ative Securities Acq puts, calls, warrants	displa numbe	ys a curre er. posed of, or		MB contro	I			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security		outs, calls, warrants 3A. Deemed	<b>4</b> .	5.	securities) 6. Date Exerc Expiration D (Month/Day/	risable and ate	7. Tit Amou Unde Secur (Instr	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans
					of (D) (Instr. 3, 4, and 5)	Date Exercisable	Expiration Date	Title	of		(Instr
Repo	rting O	wners		Code V	(A) (D)				Shares		
1	Reporting Ow	mer Name / Address	Directo	R	elationship		there				

Director	10% Owner	Officer	Other
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Х Х Chairman KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210

## Signatures

Kathleen H. Wade under POA for the benefit of C. James Koch

\*\*Signature of Reporting Person

04/18/2013

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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 2,000 shares
(1) is from \$158.57 to \$159.56. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,000 shares(2) is from \$159.64 to \$160.97. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

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.