

KOCH C JAMES
Form 4
March 21, 2008

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

(Print or Type Responses)

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

2. Issuer Name and Ticker or Trading Symbol
BOSTON BEER CO INC [SAM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

3. Date of Earliest Transaction (Month/Day/Year)
03/20/2008

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

BOSTON, MA, X1 02210

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
			Code	V	Amount or Price (A) or (D)		
Class A Common	03/20/2008		M		2,000 A \$ 14.47		D
Class A Common	03/20/2008		M		2,000 A \$ 18.81		D
Class A Common	03/20/2008		M		4,000 A \$ 20.98		D
Class A Common	03/20/2008		M		2,000 A \$ 16.64		D
Class A Common	03/20/2008		S		100 D \$ 48.32		D

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Class A Common	03/20/2008	S	100	D	\$ 48.31	391,611	D
Class A Common	03/20/2008	S	100	D	\$ 48.28	391,511	D
Class A Common	03/20/2008	S	200	D	\$ 48.25	391,311	D
Class A Common	03/20/2008	S	100	D	\$ 48.11	391,211	D
Class A Common	03/20/2008	S	100	D	\$ 48.1	391,111	D
Class A Common	03/20/2008	S	600	D	\$ 48.04	390,511	D
Class A Common	03/20/2008	S	200	D	\$ 47.99	390,311	D
Class A Common	03/20/2008	S	200	D	\$ 47.96	390,111	D
Class A Common	03/20/2008	S	100	D	\$ 47.95	390,011	D
Class A Common	03/20/2008	S	200	D	\$ 47.9	389,811	D
Class A Common	03/20/2008	S	300	D	\$ 47.89	389,511	D
Class A Common	03/20/2008	S	200	D	\$ 47.87	389,311	D
Class A Common	03/20/2008	S	100	D	\$ 47.84	389,211	D
Class A Common	03/20/2008	S	200	D	\$ 47.62	389,011	D
Class A Common	03/20/2008	S	200	D	\$ 47.61	389,811	D
Class A Common	03/20/2008	S	100	D	\$ 47.59	388,711	D
Class A Common	03/20/2008	S	200	D	\$ 47.58	388,511	D
Class A Common	03/20/2008	S	100	D	\$ 47.57	388,411	D
Class A Common	03/20/2008	S	100	D	\$ 47.49	388,311	D
Class A Common	03/20/2008	S	100	D	\$ 47.47	388,211	D
	03/20/2008	S	100	D		388,111	D

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Class A Common					\$ 47.44		
Class A Common	03/20/2008	S	400	D	\$ 47.43	387,711	D
Class A Common	03/20/2008	S	100	D	\$ 47.42	387,611	D
Class A Common	03/20/2008	S	100	D	\$ 47.31	387,511	D
Class A Common	03/20/2008	S	100	D	\$ 47.28	387,411	D

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

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(9-02)

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 14.47	03/20/2008		M	2,000	01/01/2004 04/01/2008	Class A Common	2,000
Stock Option (Right to Buy)	\$ 16.64	03/20/2008		M	2,000	01/01/2005 04/01/2008	Class A Common	2,000
Stock Option (right to buy)	\$ 18.81	03/20/2008		M	2,000	01/01/2006 04/01/2008	Class A Common	2,000
Stock Option	\$ 20.98	03/20/2008		M	4,000	01/01/2008 04/01/2008	Class A Common	4,000

(right to
buy)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA, X1 02210	X	X	Chairman	

Signatures

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

03/21/2008

__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).

Remarks:

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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