BOSTON BEER CO INC

Form 4

December 16, 2014

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB 3235-0287

OMB APPROVAL

Number:

January 31,

Expires: Estimated average

2005

0.5

burden hours per

response...

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

Check this box

obligations may continue. See Instruction

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).

(Last)

(Print or Type Responses)

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

(First)

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Middle)

BOSTON BEER CO INC [SAM]

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

12/15/2014

(Check all applicable)

_X__ Director X_ Officer (give title below)

_X__ 10% Owner _ Other (specify

Chairman

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

> (Street) 4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

BOSTON, MA 02210

(City)	(State)	(Zip) Tab	le I - Non-	Derivativo	e Secu	rities Acqu	uired, Disposed o	f, or Beneficia	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securi on(A) or D (Instr. 3,	ispose 4 and (A) or	d of (D)	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	12/15/2014		S(1)	700	D	\$ 274.95 (2)	68,432	D	
Class A Common	12/15/2014		S <u>(1)</u>	1,000	D	\$ 276	67,432	D	
Class A Common	12/15/2014		S <u>(1)</u>	1,100	D	\$ 277	66,332	D	
Class A Common	12/15/2014		S <u>(1)</u>	1,000	D	\$ 280.24 (3)	65,332	D	

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Class A Common	12/15/2014	S <u>(1)</u>	200	D	\$ 281.18 (4)	65,132	D	
Class A Common						135,000	I	By Spouse in Trust under GRAT
Class A Common						44,248	I	By LLC managed by spouse
Class A Common						23,486	I	Custodian for children under UGTMA
Class A Common						2,532	I	By spouse in trust for children
Class A Common						5,000	I	By Trust as Trustee
Class A Common						3,656	I	By spouse as custodian for children under UGTMA
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								SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

number.

required to respond unless the form displays a currently valid OMB control

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. Transacti Code (Instr. 8)	5. orNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	4, and 5) (A) (D)		Title		

Date Expiration Exercisable Date

Amount or Number of Shares

Reporting Owners

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

Signatures

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

12/16/2014

**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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 14, 2014.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 700 shares is from \$274.84 to \$275.06. 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 (3) is from \$280.00 to \$280.80. 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 200 shares is from \$281.11 to \$281.25. 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.

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