

BOSTON BEER CO INC

Form 4

December 16, 2004

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
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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

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

(Last) (First) (Middle)

**C/O THE BOSTON BEER
COMPANY, 75 ARLINGTON
STREET**

(Street)

BOSTON, MA, X1 02116

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
12/15/2004

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

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

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common	12/15/2004		S		500 D \$ 21.45	234,795	I Note 1 ⁽¹⁾
Class A Common	12/15/2004		S		300 D \$ 21.44	234,495	I Note 1 ⁽¹⁾
Class A Common	12/15/2004		S		100 D \$ 21.53	234,395	I Note 1 ⁽¹⁾
Class A Common	12/15/2004		S		100 D \$ 21.52	234,295	I Note 1 ⁽¹⁾
Class A Common	12/15/2004		S		100 D \$ 21.23	234,195	I Note 1 ⁽¹⁾

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Class A Common	12/15/2004	S	200	D	\$ 21.22	233,995	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.25	233,795	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.29	233,695	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.27	233,595	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.2	233,495	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.33	233,295	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.35	233,095	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.32	232,895	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.31	232,795	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	400	D	\$ 21.01	232,395	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.04	232,295	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	700	D	\$ 21	231,595	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.07	231,395	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.03	231,295	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.06	231,195	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.08	231,095	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.1	230,995	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.12	230,895	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	100	D	\$ 21.16	230,795	I	Note 1 <u>(1)</u>
Class A Common	12/15/2004	S	200	D	\$ 21.15	230,595	I	Note 1 <u>(1)</u>
	12/15/2004	S	100	D		230,495	I	Note 1 <u>(1)</u>

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Class A Common					\$ 21.19			
Class A Common	12/15/2004	S	100	D	\$ 20.98	230,395	I	Note 1 ⁽¹⁾
Class A Common	12/15/2004	S	100	D	\$ 20.97	230,295	I	Note 1 ⁽¹⁾

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 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. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Director	10% Owner	Officer	Other
KOCH C JAMES C/O THE BOSTON BEER COMPANY 75 ARLINGTON STREET BOSTON, MA, X1 02116	X	X	Chairman	

Signatures

C. James Koch 12/16/2004
 **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) Reflects 32,456 shares held by Reporting Person's children and shares held by a limited liability company in which the children of the reporting person have a pecuniary interest, but to which the reporting person disclaims any beneficial ownership.

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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