BOSTON BEER CO INC

Form 4 April 02, 2008

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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OMB APPROVAL

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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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

(Print or Type Responses)

1(b).

1. Name and Address of Reporting Person * ROPER MARTIN F

2. Issuer Name and Ticker or Trading Symbol

BOSTON BEER CO INC [SAM]

5. Relationship of Reporting Person(s) to

Issuer

(Last)

(First)

(Middle)

3. Date of Earliest Transaction

X Director

10% Owner

(Check all applicable)

(Month/Day/Year) 04/02/2008

_X__ Officer (give title _ Other (specify below)

President and C.E.O.

CENTER PLACE, SUITE 850

4. If Amendment, Date Original

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

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

(Street)

COMPANY, INC., ONE DESIGN

Filed(Month/Day/Year)

BOSTON, MA 02210

C/O THE BOSTON BEER

(City)	(State)	(Zip) Tabl	e I - Non-E	Derivative	Secui	rities Acqu	ired, Disposed of	, or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or			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			Code V	Amount	(D)	Price \$	· ·		
Common	04/02/2008		M	2,000	A	9.0133	17,457	D	
Class A Common	04/02/2008		S	100	D	\$ 47.45	17,357	D	
Class A Common	04/02/2008		S	500	D	\$ 47.41	16,857	D	
Class A Common	04/02/2008		S	100	D	\$ 47.4	16,757	D	
Class A Common	04/02/2008		S	100	D	\$ 47.38	16,657	D	

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Class A Common	04/02/2008	S	200	D	\$ 47.37 16,457	D
Class A Common	04/02/2008	S	100	D	\$ 47.32 16,357	D
Class A Common	04/02/2008	S	100	D	\$ 47.29 16,257	D
Class A Common	04/02/2008	S	200	D	\$ 47.28 16,057	D
Class A Common	04/02/2008	S	200	D	\$ 47.26 15,857	D
Class A Common	04/02/2008	S	100	D	\$ 47.23 15,757	D
Class A Common	04/02/2008	S	100	D	\$ 47.19 15,657	D
Class A Common	04/02/2008	S	200	D	\$ 47.17 15,457	D

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. Transactic Code (Instr. 8)	5. Number op f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	tive Expiration Date (Month/Day/Year) of		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8 E S (1
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to buy)	\$ 9.0133	04/02/2008		M	2,000	09/06/1995	09/15/2009	Class A Common	55,220	\$

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners 2

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Director 10% Owner Officer Other

ROPER MARTIN F

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

Y

President and C.E.O.

BOSTON, MA 02210

Signatures

Kathleen H. Wade under POA for the benefit of Martin F.

Roper

04/02/2008

**Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

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.

Signatures 3

^{**} Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).