

BOSTON BEER CO INC
Form 4
December 16, 2004

FORM 4

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

OMB APPROVAL

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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

(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)		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 (A) or Price (D)			
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>

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.

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.