

BOSTON BEER CO INC
 Form 4
 January 09, 2007

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 *
ROPER MARTIN F

(Last) (First) (Middle)

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

(Street)

BOSTON, MA 02210

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
01/09/2007

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)
President and C.E.O.

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Class A Common | 01/09/2007 | | M | 5,000 | \$ 9.53 | 15,900 | D |
| Class A Common | 01/09/2007 | | S | 100 | \$ 35.47 | 15,800 | D |
| Class A Common | 01/09/2007 | | S | 100 | \$ 35.45 | 15,700 | D |
| Class A Common | 01/09/2007 | | S | 100 | \$ 35.43 | 15,600 | D |
| Class A Common | 01/09/2007 | | S | 300 | \$ 35.42 | 15,300 | D |

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| | | | | | | | |
|-------------------|------------|---|-----|---|----------|--------|---|
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.41 | 15,100 | D |
| Class A Common | 01/09/2007 | S | 300 | D | \$ 35.39 | 14,800 | D |
| Class A Common | 01/09/2007 | S | 300 | D | \$ 35.38 | 14,500 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 35.21 | 14,400 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 35.2 | 14,300 | D |
| Class A Common | 01/09/2007 | S | 300 | D | \$ 35.19 | 14,000 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.16 | 13,800 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.12 | 13,600 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 35.09 | 13,500 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.08 | 13,300 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 35.07 | 13,200 | D |
| Class A Common | 01/09/2007 | S | 600 | D | \$ 35.06 | 12,600 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.04 | 12,400 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.03 | 12,200 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 35.01 | 12,000 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 35 | 11,900 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 34.99 | 11,800 | D |
| Class A Common | 01/09/2007 | S | 200 | D | \$ 34.98 | 11,600 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 34.97 | 11,500 | D |
| Class A Common | 01/09/2007 | S | 100 | D | \$ 34.96 | 11,400 | D |

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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) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option (Right to Buy) | \$ 9.53 | 01/08/2007 | | M | 5,000 | 01/01/2003 | 10/20/1997 | Class A Common | 250,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| ROPER MARTIN F C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210 | X | | President and C.E.O. | |

Signatures

Helen F. Bornemann under POA for the benefit of Martin F. Roper
 Signature: _____ Date: 01/09/2007

**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:

1 of 2 pages

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