

BOSTON BEER CO INC

Form 4

January 03, 2008

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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
Geist John C

(Last) (First) (Middle)

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

(Street)

BOSTON, MA, X1 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)
01/01/2008

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)
VP of Sales

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 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	01/01/2008		M		400 A \$ 8.68	400	D
Class A Common	01/01/2008		M		300 A \$ 11.079	700	D
Class A Common	01/01/2008		M		358 A \$ 12.684	1,058	D
Class A Common	01/01/2008		M		330 A \$ 14.97	1,388	D
Class A Common	01/01/2008		M		162 A \$ 21.588	1,550	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)		8. Amount or Number of Shares	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Purchase	\$ 8.68	01/01/2008		D			400	(1)	(1)	Class A Common	2,000
Restricted Stock Purchase	\$ 11.079	01/01/2008		D			300	(1)	(1)	Class A Common	1,500
Restricted Stock Purchase	\$ 12.684	01/01/2008		D			358	(1)	(1)	Class A Common	1,789
Restricted Stock Purchase	\$ 14.97	01/01/2008		D			330	(1)	(1)	Class A Common	1,649
Restricted Stock Purchase	\$ 21.588	01/01/2008		D			162	(1)	(1)	Class A Common	810
Stock Option (Right to Buy)	\$ 37.65	01/01/2008		A		23,000		(2)	(2)	Class A Common	23,000

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Geist John C C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE	VP of Sales

BOSTON, MA, X1 02210

Signatures

Kathleen H. Wade under POA for the benefit of John C.
Geist

01/03/2008

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Restricted Stock Purchase pursuant to the Investment Share Program under the Issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.

Reporting Person's right to exercise this option is contingent upon the Company's 2008 performance against a benchmark, which performance will be determined by the Company's Board of Directors on or before March 1, 2009. If the Company does not meet the
- (2) benchmark the Option shall lapse as to 50% or all of the shares, based on the Board's determination. If the benchmark is met or exceeded, the option may become exercisable as to a maximum of 4,600 shares on each March 1, 2009 and January 1 in each of the years 2010, 2011, 2012 and 2013, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

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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