

BOSTON BEER CO INC  
Form 3  
July 28, 2016

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF 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 \*

Â TYBOURNE CAPITAL  
MANAGEMENT HK LTD

(Last) (First) (Middle)

2302 CHEUNG KONG  
CENTER,Â 2 QUEENS ROAD  
CENTRAL

(Street)

HONG KONG,Â K3Â XXXXX

(City) (State) (Zip)

2. Date of Event Requiring  
Statement

(Month/Day/Year)  
07/21/2016

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

4. Relationship of Reporting  
Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_X\_\_ 10% Owner  
\_\_\_\_ Officer \_\_\_\_ Other  
(give title below) (specify below)

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

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

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security  
(Instr. 4)

2. Amount of Securities  
Beneficially Owned  
(Instr. 4)

3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)

4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

Class A Common Stock, \$.01 par value

912,213

I

See Footnote <sup>(1)</sup>

Reminder: Report on a separate line for each class of securities beneficially  
owned directly or indirectly.

SEC 1473 (7-02)

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information contained in this form are not  
required to respond unless the form displays a  
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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security  
(Instr. 4)

2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)

3. Title and Amount of  
Securities Underlying  
Derivative Security

4. Conversion  
or Exercise

5. Ownership  
Form of

6. Nature of Indirect  
Beneficial Ownership  
(Instr. 5)

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Date Exercisable	Expiration Date	Title (Instr. 4)	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TYBOURNE CAPITAL MANAGEMENT HK LTD 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL HONG KONG, K3 XXXXX	^	^ X	^	^
Tybourne Capital Management Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^
Tybourne Kesari Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^
Krishnan Viswanathan 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^

## Signatures

/s/ TYBOURNE CAPITAL MANAGEMENT (HK) LIMITED by Tavnir Ghani, Chief Operating Officer	07/28/2016
__Signature of Reporting Person	Date
/s/ TYBOURNE CAPITAL MANAGEMENT LIMITED by Viswanathan Krishnan, Principal	07/28/2016
__Signature of Reporting Person	Date
/s/ TYBOURNE KESARI LIMITED by Viswanathan Krishnan, Principal	07/28/2016
__Signature of Reporting Person	Date
/s/ Viswanathan Krishnan, Individually	07/28/2016
__Signature of Reporting Person	Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) This statement relates to securities held for the accounts of private investment funds for which Tybourne Capital Management (HK) Limited ("Tybourne HK") serves as the investment advisor. Tybourne Capital Management Limited ("Tybourne Cayman") serves as the manager to the private investment funds and as the parent of Tybourne HK. Tybourne Kesari Limited ("Tybourne Kesari ") is the parent of Tybourne Cayman. Mr. Krishnan is the principal and sole shareholder of Tybourne Kesari. In such capacities, Tybourne HK, Tybourne Cayman, Tybourne Kesari and Mr. Krishnan may be deemed to have voting and dispositive power over securities held for the private

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investment funds. Each of the Reporting Persons disclaims beneficial ownership of such securities, except to the extent of its or his pecuniary interest therein, and the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

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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