

BOSTON BEER co.

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Boston Beer Announces CFO Resignation and Appointment of Interim CFO and Director of Finance

March 10, 2003

BOSTON (3/10/03) – The Boston Beer Company, Inc. (NYSE: SAM), brewer of Samuel Adams Boston Lager[®], announced today that Treasurer and Chief Financial Officer, Richard P. Lindsay, will leave his position on March 31, 2003 to pursue advanced educational goals and other professional opportunities.

The Company also announced the promotion of Monica M. Martin to Director of Finance and Corporate Controller. Ms. Martin, who has been the Corporate Controller of the Company, will serve as the interim Chief Financial Officer until the Company retains a new CFO. Martin F. Roper, President and Chief Executive Officer, has been appointed Treasurer of the Company, effective April 1, 2003. Heidrick & Struggles International, Inc., an executive search firm, has begun a nationwide search for a new CFO.

“The Company appreciates the leadership and professional guidance that Rich provided during his more than six years with the Company,” commented Mr. Roper. “Everyone at Boston Beer wishes Rich the very best in his future endeavors.”

Mr. Roper also said, “Monica has been integral in developing a very strong finance team, and I have every confidence that she will serve the Company effectively in the capacity of interim Chief Financial Officer.”

The Boston Beer Company is America's leading brewer of world-class beer. Founded in 1984 by sixth generation brewer Jim Koch, the Company has won more than 500 international awards for its better tasting beers. Samuel Adams Boston Lager[®] is the Company's flagship brand, celebrated worldwide for its high-quality ingredients and traditional brewing techniques. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information, visit the web-site at www.samadams.com or visit www.bostonbeer.com for financial information.