FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP

OMB APPR	OVAL
OMB Number:	3235-0287
Estimated average bu	urden
hours per response:	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* Calagione Samuel A. III (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY 1 DESIGN CENTER PLACE, SUITE 850			2. Issuer Name and BOSTON BE					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner							
		dle)	3. Date of Earliest T 08/10/2023	ransact	ion (M	lonth/Day/Ye	ar)		X	Officer (give tit below) Founder & Br	bel	ner (specify ow) h Head			
		Г	4. If Amendment, D	ate of C	rigina	l Filed (Month		6. Individual or Joint/Group Filing (Check Applicable Line)							
(Street) BOSTON	MA	022	10	X Form filed by One Reporting Person Form filed by More than One Reporting Person											
(City)	(State)	(Zip)		Rule 10b5-1(c) Transaction Indication											
				Check this box to satisfy the affirmation	indicate ative def	e that a ense c	transaction wonditions of Ru	as made ule 10b5-	pursuant to a 1(c). See Inst	conti tructio	ract, instruction or w n 10.	rritten plan that is	intended to		
		able I -		1	e Securities Acquired, Disposed of, or Beneficially Owned										
Date		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. Amount of Securities Beneficially Owned Following Reported		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	- 1-	Transaction(s) (Instr. 3 and 4)				
Class A Comm	on		08/10/2023		S ⁽¹⁾		931	D	\$359.59	(2)	94,020	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		4,482	D	\$360.91	(3)	89,538	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		3,969	D	\$361.79	(4)	85,569	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		2,137	D	\$362.79	(5)	83,432	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		978	D	\$363.9 ⁽⁽	6)	82,454	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		212	D	\$365.19	(7)	82,242	I	By Limited Partnership managed by Reporting Person		
Class A Comm	on		08/10/2023		S ⁽¹⁾		192	D	\$365.65	(8)	82,050	I	By Limited Partnership managed by Reporting Person		

	Table I	- Non-Deriva	tive Securit	ties Ac	qui	red,	Disposed	of, o	r Beneficia	lly Own	ed				
1. Title of Security (Instr.	3)	2. Transaction Date (Month/Day/Year	2A. Deemed Execution Da if any (Month/Day/	ate, Tr	ransa ode (I		4. Securities Disposed Of	Acquire (D) (Ins	ed (A) or tr. 3, 4 and 5)	Securitie Beneficia Owned Following	Securities For Beneficially (D)		rect In B (I) O	Nature of direct eneficial wnership istr. 4)	
				C	ode	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4))			
Class A Common		08/11/2023		S	S ⁽¹⁾		1,371	D	\$353.72 ⁽⁹⁾	80,6	679	I	P m by R	y Limited artnership anaged / eporting erson	
Class A Common		08/11/2023		S	S ⁽¹⁾		1,489	D	\$354.78(10)	79,1	190	I	P m b; R	y Limited artnership anaged / eporting erson	
Class A Common		08/11/2023		S	S ⁽¹⁾		2,573	D	\$355.74(11)	76,6	517	I	P m by R	y Limited artnership anaged / eporting erson	
Class A Common		08/11/2023		S	S ⁽¹⁾		1,488	D	\$356.66(12)	75,1	129	I	P m by R	y Limited artnership anaged / eporting erson	
Class A Common		08/11/2023		S	S ⁽¹⁾		4,670	D	\$357.83(12)	70,4	4 59	I	P m by R	y Limited artnership anaged / eporting erson	
Class A Common		08/11/2023		s	S ⁽¹⁾		2,508	D	\$358.44(13)	67,9	951	I	P m by R	y Limited artnership anaged / eporting erson	
Class A Common		1								14,0)40	D			
Class A Common										102,	284	I		y Family rust	
Class A Common										99,4	430	I		y ynasty rust	
Class A Common										27,1	165	I	fo R P	y Trust or the eporting erson's nughter	
Class A Common										27,165 I		fo R P	By Trust for the Reporting Person's son		
	Tab	le II - Derivativ (e.g., pu	/e Securitie ts, calls, wa								d				
Derivative Conversion D	ate Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code (Instr. B) S A ((5. Number of Derivative Securities Acquired A) or Disposed of (D) Instr. 3, 4	r 6. Ex (M	Date E	Exercisable ar on Date Day/Year)	nd 7. Ar Se Ur De Se		8. Price of Derivative Security (Instr. 5)	9. Numb derivativ Securitie Benefici Owned Followin Reporter Transact (Instr. 4)	re Ces F ally 0 (I d tion(s)	0. Ownership Form: Direct (D) or Indirect () (Instr. 4	Beneficial Ownership (Instr. 4)	
		-		,											

		Tal	ole II - Derivati (e.g., pı					ired, Disp options, o	onvertib	e se	ı or	-	d		
1. Title of	2.	3. Transaction	3A. Deemed	€ ode		(5A)Nu	ın(D)r	6xDatisEbler		7itTët!	e Salnadres	8. Price of Derivative	9. Number of	10.	11. Nature
ESepelantation	Conversion Office spens Price of the control of the control Derivative	e(shonth/Day/Year) s the sale of shares o	Execution Date, if any (Month/Day/Year) whed by a Limited P	Code (8) arthersh	Instr.		vative Irities Line Re	(Month/Day/) porting Person	(ear)	Secu Unde	rities rlying	Security (Instr. 5)	derivative Securities Beneficially Owned	Ownership Form: Direct (D) or Indirect	Beneficial Ownership . (Instr. 4)
information r 3. The price s	egarding the nu shown is the we	eighted average sale p imber of shares sold eighted average sale p imber of shares sold	at each separate price price for the transaction	upon re ons repo	equest o orted on	f Disp of (D	ose,d he) le _{3.} The	Registrant, or range of sale p	a shareholder rices for the 4	r o 3 and 1,482 sh	R 4) gistrant. ares is from	n \$360.28 to \$	Reported		
		eighted average sale pumber of shares sold										\$361.29 to \$	362.28. The Filin	g Person will p	provide full
5. The price s information r	shown is the we	eighted average sale pumber of shares sold	orice for the transaction to the contraction of the contract o	ons repo	rted on equest o	this li	ne. The EC, the	range of sale p Registrant, or	rices for the 2 a shareholder	2,137 sh	ares is from Registrant.	\$362.31 to \$	363.30. The Filin	g Person will p	orovide full
6. The price s information r	shown is the we	eighted average sale pumber of shares sold	orice for the transaction at each separate price	ons repo	rted on equest o	this li	ne. The EC, the	range of sale p Registrant, or	rices for the S a shareholder	978 shar	esois from S R Númber .	3363.32 to \$3	J	•	
7. The price s information r	shown is the we regarding the nu	eighted average sale p amber of shares sold	orice for the transaction that the contraction of the contract	ons repo Code upon re	rted on equest o	this ling	ne (E) the	Date range of sale p Exercisable Registrant, or	" Expiration rices for the 2 Date a shareholder	212 shar Ti tle r of the	" of es is from S Shares Registrant.	3364.36 to \$3	55.32. The Filing	Person will pro	ovide full

- 8. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 192 shares is from \$365.50 to \$365.67. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- 9. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,371 shares is from \$353.20 to \$\$354.19. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- 10. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,489 shares is from \$354.21 to \$\$355.20. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- 11. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,573 shares is from \$355.21 to \$356.14. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- 12. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,670 shares is from \$357.26 to \$358.21. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- 13. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,508 shares is from \$358.26 to \$358.85. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

Remarks:

Michael G. Andrews under
POA for the benefit of Samuel 08/14/2023
A. Calagione, III

** Signature of Reporting Person Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.