

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

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* <u>Wade Kathleen H</u> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC. 1 DESIGN CENTER PL., SUITE 850 (Street) BOSTON MA 02210 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [SAM]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) VP - Legal and Secretary
	3. Date of Earliest Transaction (Month/Day/Year) <u>08/05/2015</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	08/05/2015		M		300	A	\$95.09	11,016	D	
Class A Common	08/05/2015		M		82	A	\$108.56	11,098	D	
Class A Common	08/05/2015		S		382	D	\$235.03 ⁽¹⁾	10,716 ⁽²⁾	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Stock Option (Right to Buy)	\$95.09	08/05/2015		M		300		03/01/2012 ⁽³⁾	12/31/2020	Class A Common 1,600	\$0	320	D	
Stock Option (Right to Buy)	\$108.56	08/05/2015		M		82		03/01/2013 ⁽⁴⁾	12/31/2021	Class A Common 1,500	\$0	600	D	

Explanation of Responses:

- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 382 shares is from \$235.00 to \$235.04. 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.
- The shares reported include 949 shares of restricted stock subject to vesting conditions.
- On 01/01/2011, the Issuer granted the Reporting Person a contingent vesting option of 1,600 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2012 and the last on 01/01/2016, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.
- On 01/01/2012, the Issuer granted the Reporting Person a contingent vesting option of 1,500 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2013 and the last on 01/01/2017, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

Remarks:

Michael G. Andrews under
POA for the benefit of 08/06/2015
Kathleen Wade

** Signature of Reporting Person Date

* 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.