

OMB APPROVAL	
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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

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

1. Name and Address of Reporting Person* <u>Burwick David A</u> (Last) (First) (Middle) <u>C/O THE BOSTON BEER COMPANY, INC.</u> <u>ONE DESIGN CENTER PLACE, SUITE 850</u> (Street) <u>BOSTON MA 02210</u> (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) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President and CEO
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/09/2021</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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 (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	06/09/2021		M ⁽¹⁾		207	A	\$104.675	42,650 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		107	D	\$1,038.26 ⁽³⁾	42,543 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,039.66	42,443 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,045.15	42,343 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,049.18	42,243 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,053.15	42,143 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,060.85	42,043 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		100	D	\$1,077	41,943 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽¹⁾		200	D	\$1,086.05	41,743 ⁽²⁾	D	
Class A Common	06/09/2021		S ⁽⁴⁾		100	D	\$1,037.55	10,357	I	In a Spousal Lifetime Access Trust for the benefit of the Reporting Person's Spouse
Class A Common	06/09/2021		S ⁽⁴⁾		35	D	\$1,038.86	10,322	I	In a Spousal Lifetime Access Trust for the benefit of the Reporting Person's Spouse
Class A Common	06/09/2021		S ⁽⁴⁾		100	D	\$1,060.46	10,222	I	In a Spousal Lifetime Access Trust for the benefit of the Reporting Person's Spouse

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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	06/09/2021		S ⁽⁴⁾		100	D	\$1,071.81	10,122	I	In a Spousal Lifetime Access Trust for the benefit of the Reporting Person's Spouse
Class A Common	06/09/2021		S ⁽⁴⁾		100	D	\$1,086.05	10,022	I	In a Spousal Lifetime Access Trust for the benefit of the Reporting Person's Spouse

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						Title
Stock Option (Right to Buy)	\$104.675	06/09/2021		M ⁽¹⁾			207	05/23/2012	05/22/2022	Class A Common	207	\$0.00	2,274	D	

Explanation of Responses:

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 9, 2021.
- The shares reported include 18,715 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 107 shares is from \$1038.21 to \$1038.91. 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 transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Spousal Lifetime Access Trust (SLAT) on May 10, 2021. The Reporting Person disclaims beneficial ownership of the shares in the SLAT.

Remarks:

Michael G. Andrews under
POA for the benefit of David 06/10/2021
A. Burwick

** 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.