

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

() *

BOSTON BEER INC

(NAME OF ISSUER)

Common Stock Cl A

(TITLE OF CLASS OF SECURITIES)

100557107

(CUSIP NUMBER)

December 31, 1998

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- X Rule 13d-1(b)
-
- Rule 13d-1(c)
-
- Rule 13d-1(d)
-

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be 'filed' for the purpose of Section 18 of the Securities Exchange Act of 1934 ('Act') or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(CONTINUED ON FOLLOWING PAGE(S))

CUSIP NO. 100557107

13G

Page 2 of 13 Pages

1- NAME OF REPORTING PERSON
AXA Assurances I.A.R.D. Mutuelle

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER
897,400

6- SHARED VOTING POWER
0

7- SOLE DISPOSITIVE POWER
897,400

8- SHARED DISPOSITIVE POWER
0

9- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
897,400

(Not to be construed as an admission of beneficial ownership)

10- CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
SHARES * |-----|
|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.5%

12- TYPE OF REPORTING PERSON *

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 100557107

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1- NAME OF REPORTING PERSON
AXA Assurances Vie Mutuelle

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER
897,400

6- SHARED VOTING POWER
0

7- SOLE DISPOSITIVE POWER
897,400

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SHARES * |-----|
|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
5.5%

12- TYPE OF REPORTING PERSON *
IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 100557107

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1- NAME OF REPORTING PERSON
AXA Conseil Vie Assurance Mutuelle
(formerly Alpha Assurances Vie Mutuelle)
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION
France

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER
897,400

6- SHARED VOTING POWER
0

7- SOLE DISPOSITIVE POWER
897,400

8- SHARED DISPOSITIVE POWER
0

9- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
897,400

(Not to be construed as an admission of beneficial ownership)

10- CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
SHARES * |-----|
|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.5%

12- TYPE OF REPORTING PERSON *

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 100557107

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1- NAME OF REPORTING PERSON
AXA Courtage Assurance Mutuelle

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER
897,400

6- SHARED VOTING POWER
0

7- SOLE DISPOSITIVE POWER
897,400

8- SHARED DISPOSITIVE POWER
0

9- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
897,400

(Not to be construed as an admission of beneficial ownership)

10- CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
SHARES * |-----|
|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.5%

12- TYPE OF REPORTING PERSON *

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 100557107

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1- NAME OF REPORTING PERSON

AXA (formerly AXA-UAP)

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []

(B) []

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER

897,400

6- SHARED VOTING POWER

0

7- SOLE DISPOSITIVE POWER

897,400

8- SHARED DISPOSITIVE POWER

0

9- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

897,400

(Not to be construed as an admission of beneficial ownership)

10- CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN

SHARES *

|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.5%

12- TYPE OF REPORTING PERSON *

HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

1- NAME OF REPORTING PERSON
THE EQUITABLE COMPANIES INCORPORATED

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
13-3623351

2- CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) []

3- SEC USE ONLY

4- CITIZENSHIP OR PLACE OF ORGANIZATION

State of Delaware

NUMBER OF SHARES BENEFICIALLY OWNED
AS OF December 31, 1998 BY EACH REPORTING PERSON WITH

5- SOLE VOTING POWER
718,500

6- SHARED VOTING POWER
0

7- SOLE DISPOSITIVE POWER
718,500

8- SHARED DISPOSITIVE POWER
0

9- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
718,500

10- CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
SHARES * |-----|
|-----|

11- PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

4.4%

12- TYPE OF REPORTING PERSON *

HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer:

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BOSTON BEER INC

Item 1(b) Address of Issuer's Principal Executive Offices:

75 Arlington St.
Boston, MA 02116

Item 2(a) Name of Person Filing:

AXA Conseil Vie Assurance Mutuelle,
 (formerly Alpha Assurances Vie Mutuelle)
AXA Assurances I.A.R.D Mutuelle,
AXA Assurances Vie Mutuelle,
and AXA Courtage Assurance Mutuelle,
as a group (collectively, the 'Mutuelles AXA').

AXA (formerly AXA-UAP)

The Equitable Companies Incorporated
(the 'Equitable Companies')

(Please contact Patrick Meehan at (212) 641-8234
with any questions.)

Item 2(b) Address of Principal Business Office:

AXA Conseil Vie Assurance Mutuelle
100-101 Terrasse Boieldieu
92042 Paris La Defense France

AXA Assurances I.A.R.D Mutuelle and
AXA Assurances Vie Mutuelle
21, rue de Chateaudun
75009 Paris France

AXA Courtage Assurance Mutuelle
26, rue Louis le Grand
75002 Paris France

AXA
9 Place Vendome
75001 Paris France

The Equitable Companies Incorporated
1290 Avenue of the Americas
New York, New York 10104

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Item 2(c) Citizenship:

Mutuelles AXA and AXA France
Equitable Companies - Delaware

Item 2(d) Title of Class of Securities:

Common Stock Cl A

Item 2(e) CUSIP Number:

100557107

Item 3. Type of Reporting Person:

Equitable Companies as a parent holding company,
in accordance with 240.13d-1 (b) (ii) (G).

The Mutuelles AXA, as a group, acting as a parent
holding company.

AXA as a parent holding company.

Item 4. Ownership as of December 31, 1998:

(a) Amount Beneficially Owned:

897,400 shares of common stock beneficially owned including:

	No. of Shares	

The Mutuelles AXA, as a group		0
AXA		0
AXA Entity or Entities:		
Sun Life & Provincial Holdings PLC (U.K.)		
Common Stock	178,900	178,900

acquired solely for investment purposes:

(Each of the Mutuelles AXA, as a group, and AXA expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner of any securities covered by this Schedule 13G).

The Equitable Companies Incorporated 0

Subsidiaries:

Wood, Struthers & Winthrop Management Corporation

acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:

Common Stock	718,500	718,500

Total		897,400
		=====

(Each of the above subsidiaries of The Equitable operates under independent management and makes independent decisions.)

(b) Percent of Class:

5.5%

=====

ITEM 4. Ownership as of 12/31/98 (CONT.) Page 11 of 13 Pages

(c) Deemed Voting Power and Disposition Power:

(i)	(ii)	(iii)	(iv)
Deemed	Deemed	Deemed	Deemed
to have	to have	to have	to have
Sole Power	Shared Power	Sole Power	Shared Power
to Vote	to Vote	to Dispose	to Dispose
or to	or to	or to	or to
Direct	Direct	Direct the	Direct the
the Vote	the Vote	Disposition	Disposition
-----	-----	-----	-----

The Mutuelles AXA, as a group	0	0	0	0
AXA	0	0	0	0
AXA Entity or Entities: -----				
Sun Life & Provincial Holdings PLC (U.K.)	178,900	0	178,900	0
The Equitable Companies Incorporated	0	0	0	0
Subsidiaries: -----				
Wood, Struthers & Winthrop Management Corporation	718,500	0	718,500	0
TOTAL	897,400	0	897,400	0

(Each of the above subsidiaries of the Equitable Companies operates under independent management and makes independent voting and investment decisions).

Item 5.

Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following.
()

Item 6.

Ownership of More than Five Percent on behalf of Another Person. N/A

Item 7.

Identification and Classification of the Subsidiary which Acquired

the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by Equitable Companies; AXA, which beneficially owns a majority interest in Equitable Companies; and the Mutuelles AXA, which as a group control AXA:

- (X) in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA entity or entities;
- (X) in AXA's capacity as a parent holding company with respect to the holdings of the following AXA entity or entities:
Sun Life & Provincial Holdings PLC (U.K.)
- (X) in EQUITABLE COMPANIES capacity as a parent holding company

with respect to the holdings of its following subsidiaries:

- (X) Wood, Struthers & Winthrop Management Corporation
(13-2774791), an investment adviser registered under Section
203 of the Investment Advisers Act of 1940.

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Item 8. Identification and Classification of Members of the Group. N/A

Item 9. Notice of Dissolution of Group: N/A

Item 10. Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 10, 1999 THE EQUITABLE COMPANIES INCORPORATED*

/s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among The Equitable Companies Incorporated, AXA Conseil Vie Assurance Mutuelle, AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, AXA Courtage Assurance Mutuelle, and AXA, this statement Schedule 13G is filed on behalf of each of them.

JOINT FILING AGREEMENT

Each of the undersigned hereby agrees that the Schedule 13G filed herewith is filed jointly, pursuant to Rule 13d-1(f)(1) of the Securities Exchange Act of 1934, as amended on behalf of each of them.

Dated: February 10, 1999

The Equitable Companies Incorporated

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

AXA Assurances I.A.R.D. Mutuelle; AXA Assurances Vie Mutuelle;
AXA Conseil Vie Assurance Mutuelle; AXA Courtage Assurance
Mutuelle, as a group, and AXA

Signed on behalf of each of the above entities

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)