

OMB APPROVAL	
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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

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>TYBOURNE CAPITAL MANAGEMENT HK LTD</u>  (Last) (First) (Middle) 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL  (Street) HONG KONG K3 XXXXX  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 07/21/2016	3. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [ SAM ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicable Line)  <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock, \$.01 par value	912,213	I	See Footnote <sup>(1)</sup>

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
			Title	Amount or Number of Shares		

1. Name and Address of Reporting Person* <u>TYBOURNE CAPITAL MANAGEMENT HK LTD</u>  (Last) (First) (Middle) 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL  (Street) HONG KONG K3 XXXXX  (City) (State) (Zip)		
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1. Name and Address of Reporting Person* <u>Tybourne Capital Management Ltd</u>  (Last) (First) (Middle) 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL  (Street) HONG KONG K3 00000  (City) (State) (Zip)		
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1. Name and Address of Reporting Person*		
<a href="#">Tybourn Kesari Ltd</a>		
(Last)	(First)	(Middle)
2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL		
(Street)		
HONG KONG	K3	00000
(City)		
(State)	(Zip)	

  

1. Name and Address of Reporting Person*		
<a href="#">Krishnan Viswanathan</a>		
(Last)	(First)	(Middle)
2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL		
(Street)		
HONG KONG	K3	00000
(City)		
(State)	(Zip)	

**Explanation of Responses:**

1. This statement relates to securities held for the accounts of private investment funds for which Tybourn Capital Management (HK) Limited ("Tybourn HK") serves as the investment advisor. Tybourn Capital Management Limited ("Tybourn Cayman") serves as the manager to the private investment funds and as the parent of Tybourn HK. Tybourn Kesari Limited ("Tybourn Kesari ") is the parent of Tybourn Cayman. Mr. Krishnan is the principal and sole shareholder of Tybourn Kesari. In such capacities, Tybourn HK, Tybourn Cayman, Tybourn Kesari and Mr. Krishnan may be deemed to have voting and dispositive power over securities held for the private investment funds. Each of the Reporting Persons disclaims beneficial ownership of such securities, except to the extent of its or his pecuniary interest therein, and the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

<a href="#">/s/ TYBOURNE CAPITAL MANAGEMENT (HK) LIMITED by Tavnir Ghani, Chief Operating Officer</a>	<a href="#">07/28/2016</a>
<a href="#">/s/ TYBOURNE CAPITAL MANAGEMENT LIMITED by Viswanathan Krishnan, Principal</a>	<a href="#">07/28/2016</a>
<a href="#">/s/ TYBOURNE KESARI LIMITED by Viswanathan Krishnan, Principal</a>	<a href="#">07/28/2016</a>
<a href="#">/s/ Viswanathan Krishnan, Individually</a>	<a href="#">07/28/2016</a>
** 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 5 (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.