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OMB APPROVAL  
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U.S. SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or  
Section 30(f) of the Investment Company Act of 1940

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

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1. Name and Address of Reporting Person

Cummin III, Pearson C.

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(Last)	(First)	(Middle)
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c/o Consumer Venture Partners  
Three Pickwick Plaza

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(Street)

Greenwich, CT 06830

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(City)	(State)	(Zip)
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2. Issuer Name and Ticker or Trading Symbol

Boston Beer Company (SAM)

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3. IRS or Social Security Number of Reporting Person (Voluntary)

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4. Statement for Month/Year

October 1999

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5. If Amendment, Date of Original (Month/Year)

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6. Relationship of Reporting Person to Issuer  
(Check all applicable)

<input checked="" type="checkbox"/> [X ]	Director	<input type="checkbox"/> [ ]	10% Owner
<input type="checkbox"/> [ ]	Officer (give title below)	<input type="checkbox"/> [ ]	Other (specify below)

7. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person

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 (mm/dd/yy)	3. Transaction Code (Instr. 8) Code V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: (D) or (I) (Instr. 4)	7. Nature of Direct Indirect Ownership (Instr. 4)
			Amount	(A) or (D)	Price			
Common Stock	10/18/99	J(1)	100,000	D	N/A	173,570	I	(2)
Common Stock	10/18/99	J(3)	6,095	A	N/A	48,670	D	

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

FORM 4 (continued)

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. Conver- sion of Exer- cise Price of Deriva- tive Secur- ity	3. Trans- action Date (Month/ Day/ Year)	4. Trans- action Code (Instr. 8) Code V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Exercisable and Expiration Date (Month/Day/Year) Date Expira- tion Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4) Amount or Number of Shares	8. Price of Deriva- tive Secur- ity (Instr. 5)	9. Number of Deriva- tive Secur- ities Bene- ficially Owned at End of Month (Instr. 4)	10. Owner- ship of Deriva- tive Secur- ity: (D) or (I) (Instr. 4)	11. Nature of Direct Indirect Ownership (Instr. 4)
				(A)	(D)	Exer- cisable	Expira- tion Date					

Explanation of Responses:

- (1) Distribution by Consumer Venture Partners I, L.P. ("CVP") of 77,410 shares to its Limited Partners and 22,590 shares to its General Partner.
- (2) Reflects 158,820 shares held by CVP, 0 shares held by Consumer Venture Associates, L.P. ("CVA") and 14,750 shares held by CMK Associates, L.P. ("CMK"). Mr. Cummin is a General Partner of CVA. CVA is the sole General Partner of CVP. Mr. Cummin and a profit sharing plan in which Mr. Cummin has an interest are also each general partners of CMK. Due to Mr. Cummin's relationship with CVP, CVA and CMK he may be deemed to beneficially own the shares. Mr. Cummin disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest.
- (3) Distribution by CVA to Mr. Cummin.

/s/Pearson C. Cummin III

November 8, 1999

\*\*Signature of Reporting Person

Date

\*\* 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 provided is insufficient, see Instruction 6 for procedures.

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