

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): December 15, 2009

The Boston Beer Company, Inc.
(Exact name of registrant as specified in its charter)

Massachusetts (State or other jurisdiction of incorporation)	001-14092 (Commission File Number)	04-3284048 (IRS Employer Identification No.)
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One Design Center Place, Suite 850, Boston, MA (Address of principal executive offices)	02210 (Zip Code)
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Registrant's telephone number, including area code (617) 368-5000

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4c under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02 Results of Operations and Financial Condition

On December 15, 2009, The Boston Beer Company, Inc. issued a press release announcing an adjustment to its projected full-year 2009 earnings per diluted share. A copy of the press release is attached hereto as Exhibit 99.

The information in this Form 8-K and the Exhibit 99 attached hereto is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of any general incorporation language in such filing, unless expressly incorporated by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

Exhibit 99 – Press Release of The Boston Beer Company, Inc. dated December 15, 2009.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.
(Registrant)

Date: December 15, 2009

/s/ William F. Urich

William F. Urich
Chief Financial Officer
(Signature)*

* Print name and title of the signing officer under his signature.

EXHBIT 99

**Contact: Michelle Sullivan
(617) 368-5165**

**BOSTON BEER PROVIDES
UPDATED GUIDANCE FOR FULL YEAR 2009**

BOSTON, MA (12/15/09) – The Boston Beer Company, Inc. (NYSE: SAM) now projects full year 2009 earnings per diluted share of between \$2.05 and \$2.35. The Company previously provided an estimate of full year 2009 earnings per diluted share of between \$1.75 and \$2.05.

"We have raised our earnings projection for the full year 2009 based on achieving improved levels of brewery operating performance earlier than anticipated, together with continuing favorable energy and commodity costs and our expectations that these factors will continue for the remainder of the year," said Martin Roper, CEO of Boston Beer.

The foregoing statements made in this press release that state the Company's or management's expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including, but not limited to, the Company's report on Form 10-K for the years ended December 27, 2008 and December 29, 2007. Copies of these documents may be found on the Company's website, www.bostonbeer.com, or obtained by contacting the Company or the SEC.

Tuesday, December 15, 2009