## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

## 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(h) of the Investment Company Act of 1940

| OMB APPROVAL             |                      |  |  |  |  |  |  |  |  |
|--------------------------|----------------------|--|--|--|--|--|--|--|--|
| OMB Number: 3235-0287    |                      |  |  |  |  |  |  |  |  |
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| Estimated average burden |                      |  |  |  |  |  |  |  |  |
| hours per<br>response    | 0.5                  |  |  |  |  |  |  |  |  |

| 1. Name and Address of Reporting Person*  Tanner Gregg A  (Last) (First) (Middle)  THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850 |         |       | 2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to Issuer  |  |  |  |  |
|--|---------|-------|---|---|--|--|--|--|
|  |         |       | 3. Date of Earliest Transaction (Month/Day/Year) 06/04/2014                 | (Check all applicable)  X Director 10% Owner  Officer (give Other (speci title below) below)  |  |  |  |  |
| (Street) BOSTON MA 02210   |         |       | 4. If Amendment, Date of Original Filed (Month/Day/Year)                    | 6. Individual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person Form filed by More than One Reporting |  |  |  |  |
| (City)   | (State) | (Zip) |   | Person  |  |  |  |  |

|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |   |      |  |   |               |           |   |  |   |  |  |  |
|--|--|---|------|--|---|---------------|-----------|---|--|---|--|--|--|
| 1.Title<br>of<br>Security<br>(Instr.<br>3) | 2. Transaction<br>Date<br>(Month/Day/Year)                                       | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Code |  | 4. Secul<br>Acquired<br>Dispose<br>(Instr. 3, | d (A)<br>d of | or<br>(D) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and<br>4) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |  |

| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |   |  |   |                                    |   |   |     |  |                    |                   |  |  |  |  |  |
|--|---|--|---|------------------------------------|---|---|-----|--|--------------------|-------------------|--|--|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code<br>(Instr. 8 |   | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |     | 6. Date Exercisable<br>and Expiration Date<br>(Month/Day/Year) |                    | ate Amount of     |  | 8. Price<br>of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|  |   |  |   | Code                               | v | (A)   | (D) | Date<br>Exercisable  | Expiration<br>Date | Title             | Amount<br>or<br>Number<br>of<br>Shares |  |  |  |  |
| Stock Option<br>(Right to<br>Buy)  | \$ 214.83   | 06/04/2014                                 |   | A                                  |   | 1,116   |     | 06/04/2014   | 06/03/2024         | Class A<br>Common | 1,116                                  | \$0  | 1,116  | D  |  |

**Explanation of Responses:** 

Kathleen H. Wade under
POA for benefit of Gregg A. 06/05/2014
Tanner

\*\* Signature of Reporting Person Date

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

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.

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4(b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).