

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

<b>1. Name and Address of Reporting Person*</b> <u>KOCH C JAMES</u> <hr/> (Last) (First) (Middle) <u>C/O THE BOSTON BEER COMPANY</u> <u>ONE DESIGN CENTER PLACE, SUITE 850</u> <hr/> (Street) <u>BOSTON MA 02210</u> <hr/> (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> <u>BOSTON BEER CO INC [ SAM ]</u>	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <p style="text-align: center;"><b>Chairman</b></p>
	<b>3. Date of Earliest Transaction (Month/Day/Year)</b> <u>05/25/2021</u>	
<b>4. If Amendment, Date of Original Filed (Month/Day/Year)</b>		

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,060.1 <sup>(2)</sup>	137,158 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,062.65	137,058 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,064.15	136,958 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,069.15	136,858 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,078.99	136,758 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,085.73	136,658 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,087.2	136,558 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,088.9	136,458 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,092.72 <sup>(4)</sup>	136,258 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		100	D	\$1,093.55	136,158 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,095.01 <sup>(5)</sup>	135,958 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,096.52 <sup>(6)</sup>	135,758 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,098.03 <sup>(7)</sup>	135,558 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		300	D	\$1,100.15 <sup>(8)</sup>	135,258 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,101.53 <sup>(9)</sup>	135,058 <sup>(3)</sup>	D	
Class A Common	05/25/2021		s <sup>(1)</sup>		200	D	\$1,103.36 <sup>(10)</sup>	134,858 <sup>(3)</sup>	D	
Class A Common								33,248	I	By LLC managed by spouse
Class A Common								23,486	I	Custodian for children under UGTMA
Class A Common								77,627	I	By Foundation managed by Reporting Person
Class A Common								5,000	I	By Trust as Trustee

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common								3,656	I	By spouse as custodian for children under UGTMA
Class A Common								2,532	I	By spouse in trust for children

**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. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

**Explanation of Responses:**

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on March 5, 2021.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1060.04 to \$1060.16. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The shares reported include 212 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1092.29 to \$1093.14. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1094.69 to \$1095.32. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1096.40 to \$1096.64. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1097.67 to \$1098.39. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$1099.92 to \$1100.40. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1101.22 to \$1101.83. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$1102.95 to \$1103.77. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

**Remarks:**

Michael G. Andrews under  
POA for the benefit of Koch    05/26/2021  
C. James

\*\* 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 4 (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.**