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

UNITED STATES SECU

UNITED S	OMB APPROVAL				
	OMB Number:	3235-0287			
STATE	Expires:	December 31, 2014			
Filed pursuant to 17(a) of the Pub	Estimated average burden hours per 0.5 response				
ting Person [*]	on [*] 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM] 5. Relationship Issuer (Check all appli		of Reporting Person(s) to		
	able)				

1. Name and Address of Reporting Person [*] PEARSON CUMMIN			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer				
(Last) 22 BALDWIN F	(First) ARMS SOUTH	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/23/2006	XDirector10% OwnerOfficer (give title below)Other (specify below)				
(Street) GREENWICH, CT	X1	06831	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 of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaci Code (Instr. 8) Code		4. Secur Acquired Dispose (Instr. 3. Amount	d (A) d of 4 ar (A) or	or (D)	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)	

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. Transac 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)				8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$ 26.425	05/23/2006		A		5,000		05/23/2006	05/22/2016	Class A Common	5,000	\$ 26.425	5,000	D	

Explanation of Responses:

Kathleen H. Wade under POA on behalf of Pearson 05/25/2006 C. Cummin, III ** Signature of Reporting Date

Person

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.