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

OMB APPROVAL

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

Name and Address of Reporting Person* KOCH C JAMES														Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner X Officer (give title below) Chairman					
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850						3. Date of Earliest Transaction (Month/Day/Year) 12/26/2019													
														6. Individual or Joint/Group Filing (Check Applicable					
(Street) BOSTON									Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person										
(City)	(St	ate) ((Zip)										F 613						
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of Security (Instr. 3) 2. Transaction 2A. Deemed 3. 4. Securities Acquired (A) or 5. Amount of 6. Ownership 7. Nature of																			
1. Title of Security (Instr. 3)			Date	2. Transaction Date (Month/Day/Year		Execution Date,		action (Instr.	4. Securities Disposed Of	Acquired (D) (Insti	Acquired (A) or D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported		Direct I Indirect I tr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
							Code	v	Amount	(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)		ı		(3 4)		
Class A C	Common		12/26	/2019			G ⁽¹⁾	V	16,335	D	\$0.0	00	146,	567(2)		D			
Class A C	Common		12/26	12/26/2019			S ⁽³⁾		10,000	D	\$380.0	\$380.07(4)		136,567(2)		D			
Class A C	Common		12/27	12/27/2019			S ⁽³⁾		4,905	D	\$380.0	<mark>07</mark> ⁽⁵⁾	131,662(2)]	D			
Class A C	Common		12/27	12/27/2019			S ⁽³⁾		600	D	\$383.5	57 ⁽⁶⁾	131,	062(2)		D			
Class A C	Common												69	,245		I 1	By Foundation nanaged by Reporting Person		
Class A C	Common												44	,248		I 1	By LLC managed by spouse		
Class A C	Common												23	,486		I d	Custodian For Children Inder JGTMA		
Class A Common													5,	000			Зу Trust as Гrustee		
Class A Common													3,656			I i	By spouse as custodian for children ander UGTMA		
Class A Common													2,	532		I i	By spouse n trust for children		
		Ta	able II - Deriv (e.g.						sposed of,				Owned						
1. Title of Derivative Security (Instr. 3)	e Conversion Date Execution Date, or Exercise (Month/Day/Year) if any		4. Tra	ransaction of code (Instr. Derivative		f 6. Da Expi (Mor	ate Ex	ercisable and	Date Amount of		8. De Se (Ir	Price of erivative ecurity nstr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactic (Instr. 4)	e C S F Illy C	LO. Ownership Form: Direct (D) or Indirect I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)			

		Та	ble II - Deriva (e.g., p	l				ired, Disp options,			lor t	y Owned			
1. Title of Derivative	2. Conversion	3. Transaction	3A. Deemed	C ode Transa		(5A)Nu	m (150e) r	6xDatisEblero	isDadde and	7itTetle	aSolodares	8. Price of	9. Number of	10. Ownership	11. Nature
	of Elespisas	e (M onth/Day/Year)	if any	Code (Instr.	Deriva Secui		(Month/Day/\	(ear)	Securit	ties ying from h	Security (Instr. 5) is direct own	Securities Beneficially ership to a charital	Form: Direct (D) or indirect	Beneficial Ownership (Instr. 4)
exercises no control for whereship. (A) or Security (Instr. 3 Following (I) (Instr. 4) . 2. The shares reported include 524 shares of restricted stock subject to vesting condition pisposed and 4) Reported															
Transaction(s) 3. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading 1.33 adopted by the Reporting Person on November 14, 2019. 4. The price shown is the weighted average sale price for the transactions reported on than 1.50 The range of sale prices for the 10,000 shares is from \$380.00 to \$380.50. 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.															
5. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,905 shares is from \$380.00 to \$380.30. 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.															
6. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is (INDINA) 83.25 to \$383.85. 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	:			 Code	 v	 (A)	(D)	 Date Exercisable		 Titla	Number of Shares				
						L` '	L . ,		∟ ——Мі	ichael (G. Andrev	ws under–			

POA for the benefit of Koch C. 12/30/2019 <u>James</u>

** 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.