SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

to Section 16.	x if no longer subjec Form 4 or Form 5 ay continue. See)).		NT OF CHANGES IN BENEFICIAL OWN	OMB Number: 3235-0287 Estimated average burden hours per response: 0.5		
1. Name and Add	ress of Reporting	Person*	or Section 30(h) of the Investment Company Act of 1940 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of F (Check all applicab		()
<u></u>			-	X Director X Officer (gi	X ve title	10% Owner Other (specify
(Last) C/O THE BOS	(First) STON BEER C	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 06/26/2020	A below)	Chairman	below)
ONE DESIGN	N CENTER PL	ACE, SUITE 850				
(Street)			- 4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joir Line)	nt/Group Filing	Check Applicable
BOSTON	MA	02210		X Form filed	l by One Repor	ting Person
(City)	(State)	(Zip)	-	Form filed Person	l by More than (One Reporting

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

1. Title of Security (Instr. 3)	curity (Instr. 3) 2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transa Code (8)	iction Instr.	4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D) Price		Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Class A Common	06/26/2020		S ⁽¹⁾		681	D	\$565	43,647	I	By Foundation managed by Reporting Person	
Class A Common	06/26/2020		S ⁽¹⁾		435	D	\$570	43,212	I	By Foundation managed by Reporting Person	
Class A Common								228,351 ⁽²⁾	D		
Class A Common								44,248	I	By LLC managed by spouse	
Class A Common								23,486	I	Custodian for children under UGTMA	
Class A Common								5,000	I	By Trust as Trustee	
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)	Expiration Date	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)

		Tal	ole II - Derivat (e.g., pu					options,	onvertib		or	-	al de la companya de		
1. Title of	2.	3. Transaction	3A. Deemed	4.ode		(6A)Nu	n(D)¢r	Date ExDectisEbler			eSalnaaires	8. Price of	9. Number of	10.	11. Nature
Beclanatio	Conversion I of Exespise Price of Chons reported Derivative	e(s/tonth/Day/Year)	Execution Date, if any (Month/Day/Year) effected pursuant to a	Transa Code (8) Rule 10	Instr.		vative rities	(Month/Day/ opted by the Fo	(ear)	Amou Secur Under Deriv	ities	Derivative Security (Instr. 5)	derivative Securities Beneficially Owned	Ownership Form: Direct (D) or Indirect	of Indirect Beneficial Ownership (Instr. 4)
2. The shares	a Spouridy inclu	de 343 shares of restr	icted stock subject to	vesting	conditi	ot(A) o Dispo of (D	r osed) r. 3, 4		Mic	Secur bac S I bael C	ity (Instr. A) I G. Andrey	ws under it of Koch	Following Reported Transaction(s) (In <u>06/30/202(</u>	(I) (Instr. 4)	
Domindor		norata lina far ana	h aloop of appreciation	honofi	hiallura	. <u> </u>			** Si	a <u>mes</u> − gnature	· · ·	ing Person	Date		
* If the form ** Intentiona	is filed by mo I misstateme	re than one reporti nts or omissions of	h class of securities ng person, see Inst facts constitute Fer rhich must be man	ruction Ieral Cr	4 (b)(v iminal). Violati	ions S	Date U.S.C.	1 0£%piritedio 115						

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.