SEC Form 4	
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## FORM 4

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

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

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

OMB APPROVAL
OMB Number: 3235-0287

Estimated average bure hours per response:	0.5
nouis per response.	0.5

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

1. Name and Address of Reporting Person* Fisher Cynthia A						2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [ SAM ]								5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner			
(Last)	(F		3. Date of Earliest Transaction (Month/Day/Year) 11/02/2023								Officer (give title Other (specify below) below)						
186 PAR (Street) NEWTO	N M	_ 4. If	<ul> <li>4. If Amendment, Date of Original Filed (Month/Day/Year)</li> <li>6. Individual or Joint/Group Filing (Check Applica Line)</li> <li>X Form filed by One Reporting Person Form filed by More than One Reporting Person</li> </ul>										son				
(City)	(S	tate)	(Zip)		Rι	Rule 10b5-1(c) Transaction Indication											
			Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.														
		Tab	le I - N	on-Deri	vative	e Sec	urities Ac	quire	d, Di	sposed o	f, or B	eneficial	ly Owned	b			
1. Title of Security (Instr. 3)		2. Transac Date (Month/Da		Exec if any	Execution Date, if any	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 ar 5)			Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	rect li lirect E	. Nature of ndirect seneficial ownership		
							,	Code	v	Amount	(A) or (D)	Price	Transactio	Reported Transaction(s) (Instr. 3 and 4)			(Instr. 4)
Class A C	Common			11/03/	2023			М		1,066	Α	\$214.83	1,90	57	D		
Class A C	Common												122,9	923	I	H r t F	By Foundation nanaged Ny Reporting Person
Class A C	Common												33,2	48	I	r b F	By LLC nanaged y Reporting Person <sup>(1)</sup>
Class A C	Common												23,4	86	I	a c f c u	By spouse s rustodian or hildren under JGTMA <sup>(2)</sup>
Class A Common											20,5	37	I	r t F	By LLC nanaged y Reporting Person		
Class A Common											3,656		I		By adult hildren. Reporting Person lisclaims peneficial wwnership		
Class A C	Class A Common										2,532		Ι		As trustee n trust for hildren		
		1	able II				rities Acq						Owned				
1. Title of Derivative Security (Instr. 3)	of 2. 3. Transaction 3A. Deemed ive Conversion Date Execution Date, y or Exercise (Month/Day/Year) if any		4. Transa Code (1 8)	ction	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	nber titive ities red 3, 4		te Amoun ear) Securit Underly Derivat		ble securities) 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		9. Num derivat Securit Benefic Owned Followi Report Transa (Instr. 4	ative Owner ities Form: icially Direct d or Indi ving (I) (Ins ted action(s)		Beneficia Ownersh t (Instr. 4)		

		Т	able II - Deriva (e.g.,					uired, Dis s, options, Date	r	1	lor 🥤	Owned			
1. Title of	2.	3. Transaction	3A. Deemed	C.ode		1.1.1	u <b>(101)</b> er	ExDecties Elakero	isDatable and	Titletle an		8. Price of	9. Number of	10.	11. Nature
6-4-2014	Conversion or Exercise Prig214.83 Derivative Security	Date (Month/Day/Year) 11/02/2023	Execution Date, if any (Month/Day/Year)	Transa Code ( 8) <mark>M</mark>		Sec	vative <sup>II</sup> 1,066 uired or	Expiration Da (Month/Day/Y 06/04/2014	(oar)	Class An Common Common Common	9 1,166 Security	Derivative Security (In§0.00)	derivative Securities Bene <sub>0,00</sub> lly Owned Following	Ownership Form: Dire(D(D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership (Instr. 4)
Explanatio	n of Respons	es:					osed						Reported		
1. The shares are held by a limited liability company managed by the Reporting Person (hist) Reporting Person expressly disclaims beneficial ownership of the securities (hist) the extent of her pecuniary interest therein.															
		LLC managed by th tee or Co-Trustee fo	e Reporting Person a r each Trust.	nd owne	d by Tri	usts es	stablishe	d for the benefi	t of the Repor	ting Person'	s children a	nd the Report	ing Person's spous	se's children. T	'he
Remarks	\$:										Amount				
				Code	v	(A)	(D)	Date Exercisable	Expiration P(	ichael G. DA for th			a <u>11/06/2023</u>		

Fisher\_\_\_

\*\* Signature of Reporting Person

Date

A

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.