

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).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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>  (Last) (First) (Middle) <u>C/O THE BOSTON BEER COMPANY</u> <u>ONE DESIGN CENTER PLACE, SUITE 850</u>  (Street) <u>BOSTON MA 02210</u>  (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) Other (specify below) <p style="text-align: center;"><b>Chairman</b></p>
	<b>3. Date of Earliest Transaction (Month/Day/Year)</b> <u>06/16/2015</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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	06/16/2015		s <sup>(1)</sup>		806	D	\$247 <sup>(2)</sup>	136,326	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		97	D	\$247.76 <sup>(3)</sup>	136,229	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		767	D	\$249.01 <sup>(4)</sup>	135,462	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		619	D	\$250.13 <sup>(5)</sup>	134,843	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		1,322	D	\$251.24 <sup>(6)</sup>	133,521	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		955	D	\$252.16 <sup>(7)</sup>	132,566	D	
Class A Common	06/16/2015		s <sup>(1)</sup>		434	D	\$253.08 <sup>(8)</sup>	132,132	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								2,532	I	By spouse in trust for children
Class A Common								5,000	I	By Trust as Trustee
Class A Common								3,656	I	By spouse as custodian for children under UGTMA

**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)	Date Exercisable	Expiration Date					

**Explanation of Responses:**

- The sales reported in this Form 4 were effected pursuant to a Rule 10b-51 trading plan adopted by the Reporting Person on May 13, 2015.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 806 shares is from \$246.34 to \$247.00. 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 97 shares is from \$247.35 to \$248.31. 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 767 shares is from \$248.35 to \$249.33. 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 619 shares is from \$249.80 to \$250.74. 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 1,322 shares is from \$250.89 to \$251.88. 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 955 shares is from \$251.89 to \$252.60. 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 434 shares is from \$252.90 to \$253.66. 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 Andrews under POA  
for the benefit of C. James Koch      06/17/2015

\*\* 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.**