

**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

1. Name and Address of Reporting Person* <u>KOCH C JAMES</u>  (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850  (Street) BOSTON MA 02210  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [ SAM ]</u>	5. Relationship of Reporting Person(s) to Issuer (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)  Chairman
	3. Date of Earliest Transaction (Month/Day/Year) 11/30/2020	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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	11/30/2020		s <sup>(1)</sup>		100	D	\$880.02	215,321 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		101	D	\$881.84 <sup>(3)</sup>	215,220 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		401	D	\$883.27 <sup>(4)</sup>	214,819 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		139	D	\$884.25 <sup>(5)</sup>	214,680 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		700	D	\$885.17 <sup>(6)</sup>	213,980 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		700	D	\$886.66 <sup>(7)</sup>	213,280 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		700	D	\$888.02 <sup>(8)</sup>	212,580 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		639	D	\$890.19 <sup>(9)</sup>	211,941 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		174	D	\$891.46 <sup>(10)</sup>	211,767 <sup>(2)</sup>	D	
Class A Common	11/30/2020 <sup>(1)</sup>		s <sup>(1)</sup>		100	D	\$892.97 <sup>(11)</sup>	211,667 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		143	D	\$894.73 <sup>(12)</sup>	211,524 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		200	D	\$907.98 <sup>(13)</sup>	211,324 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		354	D	\$900.17 <sup>(14)</sup>	210,970 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		500	D	\$901.74 <sup>(15)</sup>	210,470 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		606	D	\$902.51 <sup>(16)</sup>	209,864 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		103	D	\$903.21 <sup>(17)</sup>	209,761 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		400	D	\$904.68 <sup>(18)</sup>	209,361 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		311	D	\$905.74 <sup>(19)</sup>	209,050 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		140	D	\$907.1 <sup>(20)</sup>	208,910 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		200	D	\$897.37 <sup>(21)</sup>	208,710 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		401	D	\$910.26 <sup>(22)</sup>	208,309 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		213	D	\$911.25 <sup>(23)</sup>	208,096 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		107	D	\$912.97 <sup>(24)</sup>	207,989 <sup>(2)</sup>	D	
Class A Common	11/30/2020		s <sup>(1)</sup>		402	D	\$913.75 <sup>(25)</sup>	207,587 <sup>(2)</sup>	D	
Class A Common								40,627	I	By Foundation managed by Reporting Person
Class A Common								33,248	I	By Descendant's Trust

**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								23,488	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)		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 transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on October 29, 2020.
- The shares reported include 343 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$881.83 to \$882.51. 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 401 shares is from \$882.995 to \$883.58. 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 139 shares is from \$884.01 to \$884.85. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 700 shares is from \$885.02 to \$885.44. 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 700 shares is from \$886.25 to \$886.97. 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 700 shares is from \$887.63 to \$888.51. 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 639 shares is from \$889.90 USD to \$890.74. 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 174 shares is from \$890.92 to \$891.84. 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 100 shares is from \$892.97 to \$892.97. 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 143 shares is from \$894.41 to \$894.74. 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 200 shares is from \$907.97 to \$907.99. 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 354 shares is from \$899.88 to \$900.64. 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 500 shares is from \$901.08 to \$902.01. 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 606 shares is from \$902.17 USD to \$902.88. 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 103 shares is from \$903.21 USD to \$903.25. 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 400 shares is from \$904.41 to \$904.98. 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 311 shares is from \$905.42 to \$906.24. 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 140 shares is from \$906.91 to \$907.17. 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 200 shares is from \$897.00 to \$897.73. 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 401 shares is from \$909.87 USD to \$910.40. 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 213 shares is from \$911.125 to \$912.11. 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 107 shares is from \$912.44 to \$913.00. 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 402 shares is from \$913.46 to \$914.20. 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 G. Andrews under  
POA for the benefit of Koch  
C. James](#)      [12/01/2020](#)

\*\* 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.**