

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

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

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

1. Name and Address of Reporting Person* <u>Pagano Robert P</u>  (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY 1 DESIGN CENTER PL, STE 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)  Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>V.P. of Brand Development</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>11/03/2015</u>	
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	11/03/2015		M <sup>(1)</sup>		3,000	A	\$86.78	3,000	D	
Class A Common	11/03/2015		S <sup>(1)</sup>		1,348	D	\$220.21 <sup>(2)</sup>	1,652	D	
Class A Common	11/03/2015		S <sup>(1)</sup>		750	D	\$221.22 <sup>(3)</sup>	902	D	
Class A Common	11/03/2015		S <sup>(1)</sup>		602	D	\$222.15 <sup>(4)</sup>	300	D	
Class A Common	11/03/2015		S <sup>(1)</sup>		300	D	\$223	0	D	

**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		Date Exercisable	Expiration Date						Title
Class A Common Stock Option	\$86.78	11/03/2015		M		3,000	03/11/2014 <sup>(5)</sup>	03/10/2021	Class A Common	40,000	\$0	9,400 <sup>(5)</sup>	D	

**Explanation of Responses:**

- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on March 12, 2015.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,348 shares is from \$220.00 to \$220.73. 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 750 shares is from \$221.00 to \$221.85. 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 602 shares is from \$222.00 to \$222.51. 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 Reporting Person had 13,000 shares vest on 3/11/2014 and 13,000 shares vest on 3/11/2015. Provided the Reporting Person is employed by the Company as a full-time employee at the time of vesting, 14,000 shares will vest on 3/11/2016.

**Remarks:**

Michael Andrews under POA for the benefit of Robert P. Pagano 11/04/2015

\*\* 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.**