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| <b>OMB APPROVAL</b>                          |           |
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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

|   |  |  |
|---|--|--|
| 1. Name and Address of Reporting Person*<br><u>Wade Kathleen H</u><br><br>(Last) (First) (Middle)<br>C/O THE BOSTON BEER COMPANY, INC.<br>1 DESIGN CENTER PL., SUITE 850<br><br>(Street)<br>BOSTON MA 02210<br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>BOSTON BEER CO INC [ SAM ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><u>VP, Legal &amp; Corporate Secretary</u> |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>02/23/2016</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                  | 02/23/2016                           |  | M                              |   | 160   | A          | \$95.09  | 10,984 <sup>(1)</sup>   | D  |   |
| Class A Common                  | 02/23/2016                           |  | M                              |   | 150   | A          | \$108.56 | 11,134 <sup>(1)</sup>   | D  |   |
| Class A Common                  | 02/23/2016                           |  | S                              |   | 310   | D          | \$191    | 10,824 <sup>(1)</sup>   | 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 | (A)  | (D) | Date Exercisable   | Expiration Date |   |  |  |   |  | Title |
| Class A Common Stock Option                | \$95.09  | 02/23/2016                           |  | M                              |   |  | 160 | 03/01/2012 <sup>(2)</sup>                                | 12/31/2020      | Class A Common Stock  | 1,600                                      | \$0  | 0   | D  |       |
| Class A Common Stock Option                | \$108.56   | 02/23/2016                           |  | M                              |   |  | 150 | 03/01/2013 <sup>(3)</sup>                                | 12/31/2021      | Class A Common Stock  | 1,500                                      | \$0  | 450 <sup>(3)</sup>  | D  |       |

**Explanation of Responses:**

- The shares reported include 750 shares of restricted stock subject to vesting conditions.
- The option vested in five equal installments; the first on March 1, 2012, and the final vesting on January 1, 2016.
- The option vests in five equal installments; the first on March 1, 2013, and the final vesting on January 1, 2017, subject to the Reporting Person remaining employed by the Issuer on the applicable vesting date.

**Remarks:**

Kathleen H. Wade 02/24/2016  
 \*\* 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.