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OMB APPROVAL

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**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, DC 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest reported) May 24, 2004

The Boston Beer Company, Inc.

(Exact name of registrant as specified in its chapter)

Massachusetts  
(State or other jurisdiction  
of incorporation)

01-14092  
(Commission  
File Number)

04-328-4048  
(IRS Employer  
Identification No.)

75 Arlington Street, Boston, MA  
(Address of principal executive offices)

02116  
(Zip Code)

Registrant's telephone number, including area code (617) 368-5000

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(Former name or former address, if changed since last report)

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**GENERAL INSTRUCTIONS**

**INFORMATION TO BE INCLUDED IN THE REPORT**

Item 5. Other Events and Regulation FD Disclosure.

C. James Koch, Chairman of the Registrant, has entered into an individual sales plan complying with Rule 10b5-1 for trading in shares of the Registrant's Class A common stock, pursuant to which shares will be sold for the purposes of liquidity and investment diversification based on specified trading prices up to the aggregate amount of 200,000 shares.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.  
(Registrant)

Date: May 24, 2004

/s/ Martin F. Roper

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(Signature)\*

Martin F. Roper, President and C.E.O.

\* Print name and title of the signing officer under his signature.

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