

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * MARTIN MONICA M <hr/> (Last) (First) (Middle) C/O BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET <hr/> (Street) BOSTON, MA X1 02116 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) Dir. of Finance & Controller
	3. Date of Earliest Transaction (Month/Day/Year) 01/01/2005	
	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	01/01/2005		M		225	A	\$ 7.075	2,139	D ⁽¹⁾	
Class A Common	01/01/2005		M		243	A	\$ 8.68	2,382	D ⁽¹⁾	
Class A Common	01/01/2005		M		280	A	\$ 11.079	2,662	D ⁽¹⁾	

**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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Option (Right to Buy)	\$ 21.14	01/01/2005		A		2,000		(2)	12/31/2014	Class A Common	2,000	\$ 21.14	2,000	D	
Restricted Stock Purchase	\$ 7.075	01/01/2005		M			225	(3)	(3)	Class A Common	1,122	\$ 7.075	225	D	
Restricted Stock Purchase	\$ 8.68	01/01/2005		M			243	(3)	(3)	Class A Common	1,217	\$ 8.68	731	D	
Restricted Stock Purchase	\$ 11.079	01/01/2005		M			280	(3)	(3)	Class A Common	1,404	\$ 11.079	1,124	D	

Explanation of Responses:

1. Of these 1,000 shares all are held jointly with reporting person's spouse.
2. Of these 2,000 options shares, 400 will vest on 1/1/06, 1/1/07, 1/1/08, 1/1/09 and 1/1/10.
3. Restricted Stock Purchase Plan pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest at 20% over 5 years from date of purchase.

[Kathleen H. Wade](#) under
[Power of Attorney for](#) [01/04/2005](#)
[Monica M. Martin](#)

**** 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.

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