SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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*

KOCH C JAMES

 (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
 BOSTON BEER CO INC [SAM]
<hr> 3. Date of Earliest Transaction (Month/Day/Year)
 11/16/2015 <hr> 4. If Amendment, Date of Original Filed (Month/Day/Year) | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)

 X Director   X 10% Owner

 X Officer (give title below)   Other (specify below)

 Chairman <hr> 6. Individual or Joint/Group Filing (Check Applicable Line)

 X Form filed by One Reporting Person

 Form filed by More than One Reporting Person |

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	11/16/2015		M		12,000	A	$26.07	47,432	D	
Class A Common	11/16/2015		S		1,000	D	$201.84[1]	46,432	D	
Class A Common	11/16/2015		S		500	D	$204	45,932	D	
Class A Common	11/16/2015		S		500	D	$206	45,432	D	
Class A Common	11/16/2015		S		500	D	$207	44,932	D	
Class A Common	11/16/2015		S		3,163	D	$208.81[2]	41,769	D	
Class A Common	11/16/2015		S		4,537	D	$209.5[3]	37,232	D	
Class A Common	11/16/2015		S		894	D	$210.72[4]	36,338	D	
Class A Common	11/16/2015		S		906	D	$212.02[5]	35,432	D	
Class A Common								44,248	I	By LLC managed by spouse
Class A Common								23,486	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	Title	Amount or Number of Shares				
Class A Common Stock Option	$26.07	11/16/2015		M			12,000	03/01/2007[6]	12/31/2015	Class A Common Stock	15,000	$0	0	D	

Explanation of Responses:

1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,000 shares is from $201.42 to $202.25. 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.

2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,163 shares is from $208.04 to $209.01. 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.

3. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,537 shares is from $209.04 to $210.00. 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.

4. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 894 shares is from $210.50 to $211.00. 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.

5. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 906 shares is from $211.86 to $212.25. 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.

6. The option vested in five equal installments of 3,000 shares each: the first on March 1, 2007 and the last on January 1, 2011.

Remarks:

Michael G. Andrews under POA for the benefit of C. James Koch   11/16/2015

** 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.