## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

## OMB APPROVAL OMB 3235-0287 Number: December 31, 2014 Estimated average burden hours per 0.5

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 A         |                  | porting Person <sup>*</sup> | 2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to<br>Issuer  |  |  |  |  |
|-----------------------|------------------|-----------------------------|---|--|--|--|--|--|
| (Last)<br>28 MAPLE AV | (First)<br>/ENUE | (Middle)                    | 3. Date of Earliest Transaction<br>(Month/Day/Year)<br>05/23/2012           | (Check all applicable)<br>X Director 10% Owner<br>Officer (give<br>title below) (specify<br>below) |  |  |  |  |
| (Street)<br>KENTFIELD | ,                |                             | 4. If Amendment, Date of Original Filed<br>(Month/Day/Year)                 | 6. Individual or Joint/Group Filing<br>(Check Applicable Line)                                     |  |  |  |  |
| (City)                | (State)          | (Zip)                       |   | X Form filed by One Reporting Person<br>Form filed by More than One<br>Reporting Person            |  |  |  |  |

|   | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                 |                     |   |   |               |                    |   |                     |   |  |  |
|---|--|-----------------|---------------------|---|---|---------------|--------------------|---|---------------------|---|--|--|
| 1.Title<br>of<br>Security<br>(Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year)                                       | Execution Date, | Transaction<br>Code |   | 4. Secur<br>Acquired<br>Dispose<br>(Instr. 3, | d (A)<br>d of | or<br>(D)<br>nd 5) | Securities<br>Beneficially<br>Owned                         | Form:<br>Direct (D) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|   |  |                 | Code                | v | Amount (A)<br>or<br>(D) Price                 |               |                    | Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | · /                 |   |  |  |

| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned   (e.g., puts, calls, warrants, options, convertible securities) |   |  |   |   |   |                                    |     |                     |   |                   |   |  |  |  |  |
|--|---|--|---|---|---|------------------------------------|-----|---------------------|---|-------------------|---|--|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4. 5.<br>Transaction Derivative<br>(Instr. 8) Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |   | ative<br>ities<br>red<br>sed<br>3, |     |                     | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) |                   | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|  |   |  |   | Code  | v | (A)                                | (D) | Date<br>Exercisable | Expiration<br>Date  | Title             | Amount<br>or<br>Number<br>of<br>Shares              |  |  |  |  |
| Stock Option<br>(Right to Buy)   | \$ 104.675  | 05/23/2012                                 |   | A   |   | 2,481                              |     | 05/23/2012          | 05/22/2022  | Class A<br>Common | 2,481   | \$0  | 2,481  | D  |  |

**Explanation of Responses:** 

Kathleen H. Wade under<br/>POA on behalf of Jean-<br/>Michel Valette05/24/2012\*\* Signature of Reporting<br/>PersonDate

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.