

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 event reported): October 29, 2007

The Boston Beer Company, Inc.
(Exact name of registrant as specified in its charter)

Massachusetts (State or other jurisdiction of incorporation)	001-14092 (Commission File Number)	04-3284048 (IRS Employer Identification No.)
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One Design Center Place, Suite 850, Boston, MA (Address of principal executive offices)	02210 (Zip Code)
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Registrant's telephone number, including area code (617) 368-5000

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4© under the Exchange Act (17 CFR 240.13e-4(c))

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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 29, 2007, the sole stockholder of the Class B Common Stock of The Boston Beer Company, Inc. increased the number of Class B Directors by one (1) to a total of five (5) Class B Directors and appointed Gregg A. Tanner to fill that position until the next annual meeting of Class B Stockholders or until his successor is duly elected and qualified. As of the date of this report, Mr. Tanner has not been appointed to any committee of the Board of Directors. Mr. Tanner has no material relationship with the Registrant (either directly or as a partner, shareholder or officer of an organization that has a relationship with the Registrant) and is independent as provided in the New York Stock Exchange and Securities and Exchange Commission director independence standards.

The Registrant issued a press release regarding such appointment, which is attached hereto as Exhibit 99.1 and is incorporated by reference herein.

Exhibit 99.1 - Press Release of The Boston Beer Company, Inc. dated October 30, 2007.

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: October 30, 2007

/s/ MARTIN F. ROPER

Martin F. Roper
Chief Executive Officer
(Signature)*

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

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EXHIBIT 99.1

For Immediate Release

Contact: Michelle Sullivan
The Boston Beer Company, Inc.
(617) 368-5165

BOSTON BEER APPOINTS GREGG A. TANNER DIRECTOR

BOSTON, MA (10/30/07) - The Boston Beer Company, Inc. (NYSE: SAM) announced today that Gregg A. Tanner has been appointed a Director of the Company, effective October 29, 2007.

Mr. Tanner, 51, serves as the Executive Vice President and Chief Supply Chain Officer of Dean Foods Company of Dallas, Texas. Before joining Dean Foods, Mr. Tanner had served in executive operations and supply chain positions with The Hershey Company, ConAgra Foods and Quaker Oats Company, with his most recent position being Senior Vice President Global Operations for The Hershey Company, where he was responsible for purchasing, manufacturing, logistics and customer service.

Jim Koch, founder and chairman of the Company, said, "Gregg's extensive experience in operations and supply chain management at quality companies will add significant depth to the Board as we consider owning and operating multiple breweries. We look forward to his insights and guidance."

Mr. Tanner will serve as an independent Class B Director, filling a vacancy created by the increase in the number of Class B Directors from four to five by Mr. Koch, as the sole holder of the issued and outstanding Class B Common Stock.

"Over the past 20 plus years I have watched with great interest the growth of the craft beer category and the leading role The Boston Beer Company has played in that growth," Mr. Tanner said. "I am eager to join the Boston Beer Board at this exciting time in the Company's growth and expansion in its operations."

THE BOSTON BEER COMPANY BACKGROUND:

The Boston Beer Company began in 1984 with a generations-old family recipe that founder and brewer Jim Koch uncovered in his father's attic. After bringing the recipe to life in his kitchen, Jim brought it to bars in Boston with the belief that drinkers would appreciate a complex, full-flavored beer, brewed fresh in America. That beer was Samuel Adams Boston Lager[®], and it helped catalyze what became known as the American craft beer revolution.

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Today, the Company brews more than 21 styles of beer. The Company uses the traditional four-vessel brewing process and often takes extra steps like dry-hopping and a secondary fermentation known as krausening. It passionately pursues the development of new styles and the perfection of its classic beers by constantly searching for the world's finest ingredients. While resurrecting traditional brewing methods, the Company has earned a reputation as a pioneer in another revolution, the "extreme beer" movement, where it seeks to challenge drinkers' perceptions of what beer can be. The Boston Beer Company strives to elevate the image of American craft beer by entering festivals and competitions the world over, and in the past five years it has won more awards in international beer competitions than any other brewery in the world. The Company remains independent, and brewing quality beer remains its single focus. While Samuel Adams is the country's largest-selling craft beer, it accounts for only about one-half of one percent of the U.S. beer market. For more information, please visit www.samueladams.com or www.bostonbeer.com.

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