FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5	STATEMENT OF CHANGE
obligations may continue. See Instruction 1(b).	Filed pursuant to Section 16(a

ANGES 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												5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner V Officer (give title Other (specify					
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850			3. Date of Earliest Transaction (Month/Day/Year) 09/13/2019								C Office below	N)	e nairman	Other below			
(Street)												Individual or Joint/Group Filing (Check Applicable Line)					
BOSTON	N M	Α (02210										X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(St		Zip)														
		Tab			_	e Securities A	cquir	ed, I				ciall	y Owne	ed			
1. Title of Security (Instr. 3)		Date	2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)		ction Instr.	4. Securities Disposed Of	Acquired (D) (Insti	Acquired (A) or 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)	ect I irect I I) (7. Nature of Indirect Beneficial Ownership (Instr. 4)	
							v	Amount	(A) or (D)	(A) or (D) Price							
Class A C	Common		09/1	3/2019	9		S ⁽¹⁾		10	D	\$386	.14	147,	837(2)	D		
Class A C	Common		09/1	09/13/2019			S ⁽¹⁾		4,485	D	\$388.56(3)		143,	143,352 ⁽²⁾			
Class A C	Common		09/1	09/13/2019			S ⁽¹⁾		1,300	D	\$389.6	\$389.61 ⁽⁴⁾ 142		052(2)	D		
Class A C	Common		09/1	3/2019	9		S ⁽¹⁾		1,205	D	\$390.6	58 ⁽⁵⁾	140,	847(2)	D		
Class A C	Common												44,	,248	I	1	By LLC nanaged by spouse
Class A C	Common												23,	,486	I	1	Custodian for children under UGTMA
Class A C	Common												39,	,300	I]]]	By Foundation managed by Reporting Person
Class A Common												5,	000	I		By Trust as Frustee	
Class A Common												3,656		I	6 6 6	By spouse as custodian for children under UGTMA	
Class A Common										2,532		I	ļi	By spouse n trust for children			
		Ta				Securities Acc							Owned				
Derivative Conversion Date Executity Or Exercise (Month/Day/Year) if any		3A. Deemed Execution Dat if any (Month/Day/Ye	eemed 4. Ition Date, Trans Code		action (Instr. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Da Expi (Mor	ate Ex	ercisable and	7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)		8. Price of Derivative Security (Instr. 5)		9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	Ow For Dire or I (I) (nership m: ect (D) ndirect nstr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	

		Та	ble II - Deriva (e.g., p					ired, Disp options,			or i	y Owned			
1. Title of Derivative Eseptainstion (Instr. 3)	2. Conversion of Elespises Price of	e (M onth/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code (ction Instr.	6A)Nu of Deriv	ative	Expiration D (Month/Day/	isDaddle and te (ear)	Amour Securit Underl	ies ying 2010	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially	10. Ownership Form: Direct (D)	11. Nature of Indirect Beneficial Ownership
Anstr. 3) Pire of the transactories resourtly include 524 shares of restricted stock subject to vesting conditions. The price shown is the weighted average sale price for the transactions reported on this Port (b) Pirect (c) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnstr. 3) Ownership (lnstr. 4) Ownership (lnstr. 3) Ownership (lnst															
information regarding the number of shares sold at each separate price upon request of the spirit states and the price shown is the weighted average sale price for the transactions reported on the spirit states are price for the transactions reported on the spirit states are price for the transactions reported on the spirit states are price for the															
5. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,205 shares is from \$390.34 to \$391.29. 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.															
Remarks	:			Code	v	(A)	(D)	Date Exercisable	Expiratic Date PC	chael (Amount or G. Andrev the benef	ws under it of Koch	<u>C.</u> 09/16/201	<u>9</u>	
<u>James</u>															

** 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.