
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934
(Amendment No. 29)*

The Boston Beer Company, Inc.

(Name of Issuer)

Class A Common Stock

(Title of Class of Securities)

100557107

(CUSIP Number)

12/31/2024

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

SCHEDULE 13G

CUSIP No. 100557107

Names of Reporting Persons

1

C. James Koch

Check the appropriate box if a member of a Group (see instructions)

2

- (a)
 (b)

3

Sec Use Only

Citizenship or Place of Organization

4

UNITED STATES

	Sole Voting Power
5	2,235,692.00
Number of Shares Beneficially Owned by Each Reporting Person With:	Shared Voting Power
6	0.00
	Sole Dispositive Power
7	2,084,283.00
	Shared Dispositive Power
8	0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person
	2,271,472.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
	<input type="checkbox"/>
11	Percent of class represented by amount in row (9)
	19.99 %
12	Type of Reporting Person (See Instructions)
	IN

Comment for Type of Reporting Person: The aggregate amount of shares beneficially owned by the Reporting Person includes 2,068,000 shares of Class B Common Stock, which are immediately convertible to Class A Common Stock at the Reporting Person's election.

SCHEDULE 13G

Item 1.

Name of issuer:

(a)

The Boston Beer Company, Inc.

Address of issuer's principal executive offices:

(b)

One Design Center Place Suite 850 Boston, MA 02210

Item 2.

Name of person filing:

(a)

C. James Koch

Address or principal business office or, if none, residence:

(b)

The Boston Beer Company, Inc. One Design Center Place Suite 850 Boston, MA 02210

Citizenship:

(c)

USA

Title of class of securities:

(d)

Class A Common Stock

CUSIP No.:

(e)

100557107

Item 4.

Ownership

Amount beneficially owned:

(a)

2,271,472

(b)

Percent of class:

19.99%. Mr. Koch beneficially owns 19.68 percent of the Issuer's Common Stock. In addition, Mr. Koch could be deemed to be a beneficial owner, for purposes of this Schedule 13G, of an additional 35,780 shares of Class A Common Stock of the Issuer. Beneficial ownership of such shares would constitute beneficial ownership of an additional 0.31 percent of the Issuer's Class A Common Stock. %

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:

2,235,692

(ii) Shared power to vote or to direct the vote:

0

(iii) Sole power to dispose or to direct the disposition of:

2,084,283

(iv) Shared power to dispose or to direct the disposition of:

0

Item 5. Ownership of 5 Percent or Less of a Class.

Item 10. Certifications:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under ?? 240.14a-11.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

C. James Koch

Signature: /s/ C. James Koch

Name/Title: Chairman & Founder

Date: 02/07/2025