

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman
	3. Date of Earliest Transaction (Month/Day/Year) 09/09/2020	
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
(Street) BOSTON MA 02210		
(City) (State) (Zip)		

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	09/09/2020		s ⁽¹⁾		100	D	\$792.56 ⁽²⁾	125,321 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		100	D	\$796.05 ⁽⁴⁾	125,221 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		486	D	\$797.99 ⁽⁵⁾	124,735 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		794	D	\$798.951 ⁽⁶⁾	123,941 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		3,048	D	\$800.1 ⁽⁷⁾	120,893 ⁽¹⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		2,814	D	\$801 ⁽⁸⁾	118,079 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		1,799	D	\$802.22 ⁽⁹⁾	116,280 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		554	D	\$803.18 ⁽¹⁰⁾	115,726 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		300	D	\$803.84 ⁽¹¹⁾	115,426 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹⁾		5	D	\$806.23	115,421 ⁽³⁾	D	
Class A Common	09/09/2020		s ⁽¹²⁾		432	D	\$800.01 ⁽¹³⁾	70,160	I	By Foundation managed by Reporting Person
Class A Common	09/09/2020		s ⁽¹²⁾		401	D	\$801.3 ⁽¹⁴⁾	69,759	I	By Foundation managed by Reporting Person
Class A Common	09/09/2020		s ⁽¹²⁾		1,356	D	\$802.52 ⁽¹⁵⁾	68,403	I	By Foundation managed by Reporting Person
Class A Common	09/09/2020		s ⁽¹²⁾		396	D	\$803.69 ⁽¹⁶⁾	68,007	I	By Foundation managed by Reporting Person
Class A Common	09/09/2020		s ⁽¹²⁾		165	D	\$805	67,842	I	By Foundation managed by Reporting Person
Class A Common								44,248	I	By Descendant's Trust

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								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)					

Explanation of Responses:

1. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on July 29, 2020.
2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$792.55 to \$793.25 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.
3. The shares reported include 343 shares of restricted stock subject to vesting conditions.
4. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$795.77 to \$796.09. 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 486 shares is from \$797.36 to \$798.34. 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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 794 shares is from \$798.52 to \$799.49. 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.
7. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,048 shares is from \$799.58 to \$800.58. 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.
8. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,814 shares is from \$800.58 to \$801.56. 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.
9. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,799 shares is from \$801.68 to \$802.63. 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.
10. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 554 shares is from \$802.69 to \$803.66. 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.
11. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$803.69 to \$804.16. 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.
12. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Foundation on August 6, 2020.
13. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 432 shares is from \$800.00 to \$800.25. 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.
14. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 401 shares is from \$801.07 to \$801.53. 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.
15. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,356 shares is from \$802.22 to \$803.08. 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.
16. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 396 shares is from \$803.31 to \$804.00. 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.

Remarks:

Michael G. Andrews under
POA for the benefit of Koch 09/10/2020
C. James

** 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.