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| <b>OMB APPROVAL</b>                             |           |
| OMB Number:                                     | 3235-0287 |
| Estimated average burden<br>hours per response: | 0.5       |

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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*<br><u>KOCH C JAMES</u><br><br>(Last) (First) (Middle)<br><u>C/O THE BOSTON BEER COMPANY</u><br><u>75 ARLINGTON STREET</u><br><br>(Street)<br><u>BOSTON, MA XI 02116</u><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>BOSTON BEER CO INC [ SAM ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><br><input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br><br><input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)<br><br>Chairman |
|  | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>11/06/2003</u>            |   |
| 4. If Amendment, Date of Original Filed (Month/Day/Year)<br><u>11/11/2003</u>  |  |   |

**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                  | 11/06/2003                           |  | G                              |   | 2,300   | D          | \$0.00 | 686,160   | D  |   |
| Class A Common                  | 11/06/2003                           |  | G                              |   | 1,783   | D          | \$0.00 | 684,377   | D  |   |
| Class A Common                  | 11/06/2003                           |  | G                              |   | 2,300   | D          | \$0.00 | 682,077   | D  |   |
| Class A Common                  | 11/06/2003                           |  | G                              |   | 2,300   | A          | \$0.00 | 366,763   | I  | Note 1 <sup>(1)</sup>                                 |

**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) | Date Exercisable   | Expiration Date |   |  |  |   |  |

**Explanation of Responses:**

1. Note 1: Reflects 1,472 shares held by the Spouse of the Reporting Person; 335,135 shares held by a trust in which the children of the Reporting Person have a pecuniary interest; reflects 32,456 shares held by the Reporting Person's children.

**Remarks:**

This amendment is being filed solely to add a Power of Attorney.

Kathleen H. Wade under  
Power of Attorney on behalf of 11/10/2003  
C. James Koch

\*\* 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.

**LIMITED POWER OF ATTORNEY**  
**FOR EXECUTING FORMS 3, 4 AND 5**

THE COMMONWEALTH OF MASSACHUSETTS  
SUFFOLK COUNTY

I, **C. James Koch**, of 186 Park Street, Newton, MA 02458 hereby appoint **Kathleen H. Wade** of The Boston Beer Company, Inc. (the "Company"), 75 Arlington Street,

THIS Power of Attorney shall remain in full force and effect for so long as I have not expressly in writing to my Attorney withdrawn the powers herein conferred.

THIS Power of Attorney shall not be affected by my subsequent disability or incapacity.

EXECUTED as a sealed instrument this 27th day of October, 2003.

/s/ C. James Koch

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C. James Koch

October 27, 2003

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