FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB A	PPROVAL
OMB Number:	3235-028

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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

Control Boston Beer Company Inc. Control Boston Beer Control Boston Beer Control Boston Beer Control Boston Beer Con	1. Name and Address of Reporting Person* ROPER MARTIN F					2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]								5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					
A	C/O THE BOSTON BEER COMPANY, INC.														Constitution of the contract o	(give title	give title Other (s below)		
2. Transaction Date Month/Day/Year Production Date Month/Day/Year Producti	(Street)	N M	A tate)	02210 (Zip)		_							ŕ	Line) X Form fi Form fi Person	led by One	Reportin	ng Persor	.
Class A Common	1. Title of Security (Instr. 3) 2. Transac Date			action	2A Exc r) if a	2A. Deemed Execution Date, if any		3. Transaction Code (Instr.		4. Securities Acquired (A) or		(A) or	5. Amou Securitie Benefici Owned I	es ally Following	Form: Direct (D) or Indirect		Indirect Beneficial Ownership		
Class A Common										Code	v	Amount		Price	Transaction(s)			[Instr. 4)
Class A Common	Class A Common 01/09			/2018				M ⁽¹⁾		10,000	A	\$120.8	7 42	,273	D				
Class A Common O1/09/2018 S(1) G00 D \$189.81(4) 38,973 D Class A Common O1/09/2018 S(1) 1,600 D \$190.82(5) 37,373 D Class A Common O1/09/2018 S(1) 2,212 D \$192.07(6) 35,161 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) O1/09/2018 O1	Class A Common			01/09	/2018				S ⁽¹⁾		1,400	D	\$187.73	40,873		D			
Class A Common O1/09/2018 S(1) 1,600 D \$190.82(5) 37,373 D Class A Common O1/09/2018 S(1) 2,212 D \$192.07(6) 35,161 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) 2,888 D \$192.69(7) 32,273 D Class A Common O1/09/2018 S(1) O1/09/2018	Class A Common (01/09)9/2018				S ⁽¹⁾		1,300	D	\$188.73	39,573		D			
Class A Common	Class A Common			01/09	/09/2018				S ⁽¹⁾		600	D	\$189.81	(4) 38	⁴⁾ 38,973)		
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 Privative Security (Instr. 3) 2. Conversion Privative Security (Instr. 3) 3. Transaction Date Execution Date, if any (Month/Day/Year) (Instr. 3) Code V (A) (D) Date Exercisable and Expiration Date (A) or Disposed of (D) (Instr. 3, 4 and 5) Class A Common S12. Amount or Number of Date (Instr. 4) Amount or Number of Or Securities (Instr. 3) Amount or Number of Date (Instr. 4) Amount or Number of Or Securities (Instr. 4) Class A Common S12. Amount or Securities (Instr. 4) S2. Price of Derivative Securities (Instr. 5) Code V (A) (D) Date Expiration Date (Month/Day/Year) Class A Common S12. Amount or Securities (Instr. 4) S2. Price of Derivative Securities (Instr. 5) Code V (A) (D) Date Expiration Date (Month/Day/Year) Class A Common S12. Amount or Securities (Instr. 4) S2. Price of Derivative Securities (Instr. 5) Common Ship Or Number of Securities (Instr. 4) S2. Price of Derivative Securities (Instr. 5) Common Ship Or Number of Securities (Instr. 4) Class A Common S12. Amount or Securities (Instr. 4) S2. Price of Securities (Indirect Securities (Instr. 5) Common Ship Or Number of Securities (Instr. 4) S2. Price of Securities (Indirect Securities (Instr. 4) S2. Price of Securities (Indirect Securities (Instr. 5) Common Ship Or Number of Securities (Instr. 4) S2. Price of Securities (Indirect Securities (Indirect Securities Securities (Indirect Securities Securities (Instr. 5) Common Ship Or Number of Securities (Indirect Securities Securities (Indir	Class A C	lass A Common 01/09/2			/2018	018			S ⁽¹⁾		1,600	D	\$190.82	(5) 37	,373	D			
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 Security 2. Conversion or Exercise Price of Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 4. Transaction Code (Instr. 8) 5. Number of Expiration Date (Month/Day/Year) Code (Instr. 8) Code V (A) (D) Date Expiration Date (Month/Day/Year) Code V (A) (D) Date Expiration Date (Month/Day/Year) Amount or Number of Security (Instr. 4) Amount or Number of Security (Instr. 4) Amount or Number of Shares Class A Common Stock Option Onvership Shares 10. Ownership Securities (Instr. 4) 11. Nature of Spiration Date (Month/Day/Year) Derivative Securities (Instr. 4) 12. Nature of Spiration Date (Month/Day/Year) Derivative Securities (Instr. 4) Ownership Securities (Instr. 4) Ownership Ormic (I) (Instr. 4) Ownership Ormic Date (Instr. 4) Ownership Ormic Derivative Security (Instr. 4) Ownership Ormic Date (Instr. 4) O	Class A Common 01/09/2			/2018	018			S ⁽¹⁾		2,212	D	\$192.07	35,161		D				
(e.g., puts, calls, warrants, options, convertible securities) 1. Title of Derivative Security (Instr. 3) 2. Conversion of Exercise (Month/Day/Year) Price of Derivative Security Se	Class A Common 01/09/2			/2018	018			S ⁽¹⁾		2,888	D	\$192.69	(7) 32	32,273					
Derivative Security (Instr. 3) Price of Derivative Security (Month/Day/Year) Price of Derivative Security (Instr. 3) Price of Derivative Security (Instr. 3 and 4) Price of Derivative Security (Instr. 3) Price of Derivative Security (Instr. 4) Price of Derivative Security (Instr. 3) Price of Derivative Security (Instr. 4) Price of Derivative Security (Instr. 4) Price of Derivative Security (Instr. 4) Price of Derivative Security (Instr. 5) Price of Derivative Security (Instr. 5) Price of Derivative Security (Instr. 4) Pri				Table II						,				-	Owned				
Code V (A) (D) Date Expiration Date Expiration Title Shares Class A Common Stock Option Stock Code V (A) (D) Date Exercisable Expiration Date	Derivative Conversion or Exercise Price of Derivative		n Date	Executio if any	xecution Date,		Code (Instr.		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr.		ion Da	te	of Securit Underlyin Derivative	ties g e Security	Derivative Security	derivative Securities Beneficia Owned Following Reported Transacti	e Over Section Ove	wnership orm: rect (D) Indirect	of Indirect Beneficial Ownership
Common Stock Option \$120.87 01/09/2018 M(1) 10,000 01/01/2018(8) 12/31/2018 Class A Common 10,000 \$0.00 120,773 D						Code	v	(A)	(D)				Title	or Number of					
	Class A Common Stock Option	\$120.87	01/09/2018			M ⁽¹⁾			10,000	01/01/2	018 ⁽⁸⁾	12/31/2018		10,000	\$0.00	120,77	73	D	

- 1. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 3, 2017. The Rule 10b5-1 trading plan and the transactions contemplated thereby were approved by unanimous consent of the Class B Stockholders of the Company.
- 2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,400 shares is from \$187.50 to \$188.35. 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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,300 shares is from \$188.40 to \$189.25. 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.
- 4. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is from \$189.45 to \$190.10. 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 1,600 shares is from \$190.50 to \$191.45. 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 2,212 shares is from \$191.50 to \$192.45. 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 2,888 shares is from \$192.55 to \$192.95. 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 option vested in five equal installments: the first on January 1, 2014, and the final installment vested on January 1, 2018. All options are subject to earlier expiration based on certain contingencies.

Remarks:

Michael G. Andrews under POA for the benefit of Martin

01/10/2018

Date

F. Roper

** Signature of Reporting Person

** 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.

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