SEC Form 4

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 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 OMB APPROVAL
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1. Name and Ad Grinnell D	ddress of Reporting avid L.	Person*	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC</u> [SAM]		ationship of Reporting Pe k all applicable) Director	erson(s) to Issuer 10% Owner	
				X	Officer (give title below)	Other (specify below)	
(Last) (First) (Middle)			3. Date of Earliest Transaction (Month/Day/Year)		Vier Duraidant	(Dura dia a	
C/O THE BC	OSTON BEER C	OMPANY, INC.	12/26/2017		Vice President of Brewing		
ONE DESIG	N CENTER PLA	ACE, SUITE 850					
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	vidual or Joint/Group Filii	ng (Check Applicable	
(Street)				x	Form filed by One Re	porting Person	
BOSTON	MA	02210			Form filed by More th Person		
(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 Dat if any (Month/Day/Year)		Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)		(1150. 4)
Class A Common	12/26/2017		M ⁽¹⁾		1,000	Α	\$95.09	3,898 ⁽²⁾	D	
Class A Common	12/26/2017		S ⁽¹⁾		1,000	D	\$1 <mark>95</mark>	2,898 ⁽²⁾	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	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of Deri Seci Acq (A) (Disp of (E	osed)) tr. 3, 4	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	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$95.09	12/26/2017		М			1,000	01/01/2016 ⁽³⁾	12/31/2020	Class A Common	30,000 ⁽⁴⁾	\$0.00	21,372 ⁽⁴⁾	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 November 13, 2017.

2. The shares reported include 439 shares of restricted stock subject to vesting conditions.

3. The option vests in five annual installments: the first on January 1, 2016, and the final vesting on January 1, 2020, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

4. These securities include unvested stock options.

Remarks:

Michael G. Andrews under POA for the benefit of David L. <u>12/27/2017</u> <u>Grinnell</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.