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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL								
OMB Number:	3235-0287							
Expires:	December 31, 2014							
Estimated average burden								
hours per response	0.5							

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)				
(Last) C/O THE BOI INC., ONE DI SUITE 850			3. Date of Earliest Transaction (Month/Day/Year) 04/02/2008	X	Director Officer (give title below) President and	10% Owner Other (specify below) C.E.O.		
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Per- Form filed by More than One Reporting Person				

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. Transac Code (Instr. 8)			spos	Acquired sed of (D) nd 5)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code	V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	(111311. 4)		
Class A Common	04/02/2008		M		2,000	Α	\$ 9.0133	17,457	D			
Class A Common	04/02/2008		S		100	D	\$ 47.45	17,357	D			
Class A Common	04/02/2008		S		500	D	\$ 47.41	16,857	D			
Class A Common	04/02/2008		S		100	D	\$ 47.4	16,757	D			
Class A Common	04/02/2008		S		100	D	\$ 47.38	16,657	D			
Class A Common	04/02/2008		S		200	D	\$ 47.37	16,457	D			
Class A Common	04/02/2008		S		100	D	\$ 47.32	16,357	D			
Class A Common	04/02/2008		S		100	D	\$ 47.29	16,257	D			
Class A Common	04/02/2008		S		200	D	\$ 47.28	16,057	D			
Class A Common	04/02/2008		S		200	D	\$ 47.26	15,857	D			
Class A Common	04/02/2008		S		100	D	\$ 47.23	15,757	D			
Class A Common	04/02/2008		S		100	D	\$ 47.19	15,657	D			
Clace A												

Common 04/02/2008 S 200 D \$47.17 15,457 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)	Code	Transaction Number of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (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 of Derivative Security: 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)	\$ 9.0133	04/02/2008		М			2,000	09/06/1995	09/15/2009	Class A Common	55,220	\$ 9.0133	33,220	D	

Explanation of Responses:

Kathleen H. Wade under POA for the benefit of Martin F. Roper

04/02/2008

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

^{*} 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.