## 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             |                      |  |  |  |  |  |  |  |  |
|--------------------------|----------------------|--|--|--|--|--|--|--|--|
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| Expires:                 | December 31,<br>2014 |  |  |  |  |  |  |  |  |
| Estimated average burden |                      |  |  |  |  |  |  |  |  |
| hours per<br>response    | 0.5                  |  |  |  |  |  |  |  |  |

| Name and Address of Reporting Person*     Lance Thomas W |   |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to Issuer  |  |  |  |  |
|--|---|--|---|---|--|--|--|--|
|  | (First) (Middle) TON BEER COMPANY, SIGN CENTER PLACE, SUITE |  | 3. Date of Earliest Transaction (Month/Day/Year) 03/13/2009                 | (Check all applicable) Director 10% Owner  X Officer (give Other (specify title below)  VP Operations   |  |  |  |  |
| (Street)   | treet) DSTON, MA X1 02210                                   |  | 4. If Amendment, Date of Original Filed (Month/Day/Year)                    | 6. Individual or Joint/Group Filing (Check<br>Applicable Line)<br>X Form filed by One Reporting Person<br>Form filed by More than One Reporting<br>Person |  |  |  |  |

|                                | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |   |                                     |   |  |                  |           |  |   |   |  |  |
|--------------------------------|--|---|-------------------------------------|---|--|------------------|-----------|--|---|---|--|--|
| 1.Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year)                                       | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code<br>(Instr. 8) |   | 4. Secul<br>Acquired<br>Dispose<br>(Instr. 3 | d (A)<br>d of    | or<br>(D) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|                                |  |   | Code                                | V | Amount                                       | (A)<br>or<br>(D) | Price     | Reported (I) Transaction(s) (Instr. 4) (Instr. 3 and 4)          |   |   |  |  |

| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |   |  |   |                                    |   |   |     |  |                    |                   |  |  |  |  |  |
|--|---|--|---|------------------------------------|---|---|-----|--|--------------------|-------------------|--|--|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code<br>(Instr. 8 |   | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |     | 6. Date Exercisable<br>and Expiration Date<br>(Month/Day/Year) |                    | Date Amount of    |  | 8. Price<br>of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|  |   |  |   | Code                               | V | (A)   | (D) | Date<br>Exercisable  | Expiration<br>Date | Title             | Amount<br>or<br>Number<br>of<br>Shares |  |  |  |  |
| Stock Option<br>(Right to<br>Buy)  | \$ 18.51  | 03/13/2009                                 |   | A                                  |   | 60,000  |     | (1)  | (1)                | Class A<br>Common | 60,000                                 | \$ 18.51   | 0  | D  |  |

## **Explanation of Responses:**

1. Reporting person?s right to exercise this option and the number of shares eligible to vest is contingent on the Company achieving sustainable reductions in cost that will be in effect for the Company?s 2011 fiscal year, the determination of which will be made by the Compensation Committee of the Board of Directors on or before 3/1/2011. The option will lapse as to any shares initially subject to the option but as to which the Compensation Committee determines that the required reductions in cost were not achieved. So long as the reporting person continues to be employed by the Company as of each vesting date, the option will become incrementally exercisable as to 33 1/3% of the eligible shares on 3/1/2011, 3/1/3012 and 3/1/3013.

Kathleen H. Wade under POA for the benefit of Thomas W. Lance

03/17/2009

\*\* 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.