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									

			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 BOS		(Middle) MPANY, INC., 75	3. Date of Earliest Transaction (Month/Day/Year) 03/27/2006	X Director 10% Owner X Officer (give Other (spectitle below) below) President, C.E.O., Treasurer				
(Street) BOSTON MA 02166 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	Appli X Fo	dividual or Joint/Gro cable Line) orm filed by One Re orm filed by More th erson	porting Person		

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)		4. Secur (A) or Di (Instr. 3	spos	Acquired sed of (D) 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	03/27/2006		M		4,000	Α	\$ 17.6875	10,344	D	
Class A Common	03/27/2006		S		100	D	\$ 27.14	10,244	D	
Class A Common	03/27/2006		S		700	D	\$ 27.1	9,544	D	
Class A Common	03/27/2006		S		100	D	\$ 26.9	9,444	D	
Class A Common	03/27/2006		S		100	D	\$ 26.81	9,344	D	
Class A Common	03/27/2006		S		200	D	\$ 26.75	9,144	D	
Class A Common	03/27/2006		S		100	D	\$ 26.74	9,044	D	
Class A Common	03/27/2006		S		100	D	\$ 26.72	8,944	D	
Class A Common	03/27/2006		S		100	D	\$ 26.71	8,844	D	
Class A Common	03/27/2006		S		200	D	\$ 26.7	8,644	D	
Class A Common	03/27/2006		S		100	D	\$ 26.69	8,544	D	
Class A Common	03/27/2006		S		200	D	\$ 26.66	8,344	D	
Class A Common	03/27/2006		S		100	D	\$ 26.65	8,244	D	
Class A Common	03/27/2006		S		100	D	\$ 26.63	8,144	D	

Class A Common	03/27/2006	S	100	D	\$ 26.57	8,044	D	
Class A Common	03/27/2006	S	100	D	\$ 26.56	7,944	D	
Class A Common	03/27/2006	S	200	D	\$ 26.55	7,744	D	
Class A Common	03/27/2006	S	100	D	\$ 26.54	7,644	D	
Class A Common	03/27/2006	S	300	D	\$ 26.53	7,344	D	
Class A COmmon	03/27/2006	S	100	D	\$ 26.52	7,244	D	
Class A Common	03/27/2006	S	500	D	\$ 26.51	6,744	D	
Class A Common	03/27/2006	S	400	D	\$ 26.5	6,344	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. Transac Code (Instr. 8		of Deri Sec Acq (A) (Disp of (I (Ins	Number and Expiration Date			ate Amount of		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Ownership Form of	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)	\$ 17.6875	03/27/2006		М			4,000	01/01/2006	03/31/2006	Class A Common	4,000	\$ 17.6875	8,000	D	

Explanation of Responses:

Martin F. Roper

03/29/2006

** 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.