## 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							
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hours per response	0.5							

1. 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				
(Last) 12 ALLEN AV	(First) ENUE	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 01/29/2007	Check all applicable) Director 10% Owner  X Officer (give Other (specify title below) below)  VP Operations				
(Street)  MANCHESTER, X1 01944  (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person				

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

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		5. Num of Deriva Securit Acquire (A) or Dispos of (D) (Instr. 4, and	urities uired or oosed D) tr. 3,		Date Amount of		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)	\$ 34.7	01/29/2007		A		80,000		(1)	(1)	Class A Comon	80,000	\$ 34.7	80,000	D	
Restricted Stock Award	\$ 0	01/29/2007		A		10,000		(2)	(2)	Class A Common	10,000	\$ 0	10,000	D	

## **Explanation of Responses:**

- 1. Reporting Person's right to exercise this option is contingent upon the Reporting Person meeting two performance criteria, the achievement of which will be determined by the Company's Board of Directors on or before March 1, 2009. If neither criterion is met, then the Option shall lapse. If only one of the two criteria is met, then the Option shall lapse as to 50% of the Shares. If one or both of the criteria are met, the Option will become exercisable as to a maximum of 20,000 Shares on each of March 1, 2009, January 22, 2010, January 22, 2011 and January 22, 2011, so long as the Reporting Person continues to be employed by the Company on the applicable vesting dates.
- 2. Restricted Stock Award vests 20% on 1/22/08, 1/22/09, 1/22/10 1/22/11 and 1/22/12

<u>Thomas W. Lance</u> <u>01/31/2007</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.