

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

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

1. Name and Address of Reporting Person * MARTIN MONICA M <hr/> (Last) (First) (Middle) C/O BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET <hr/> (Street) BOSTON, MA X1 02116 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) Dir. of Finance & Controller
	3. Date of Earliest Transaction (Month/Day/Year) 01/01/2004	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

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. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 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	01/01/2004		M		224	A	\$ 7.075	1,672	D	
Class A Common	01/01/2004		M		243	A	\$ 8.68	1,915	D ⁽³⁾	

**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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		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)	\$ 18.465	01/01/2004		A		7,500		(1)	12/31/2013	Class A Common	7,500	\$ 18.465	7,500	D	
Restricted Stock Purchase	\$ 7.075	01/01/2004		M			224	(2)	(2)	Class A Common	1,122	\$ 7.075	450	D	
Restricted Stock Purchase	\$ 8.68	01/01/2004		M			243	(2)	(2)	Class A Common	1,217	\$ 8.68	974	D	

Explanation of Responses:

- Of these 7,500 option shares, 1,500 will vest on 1/1/05, 1/1/06, 1/1/07, 1/1/08 and 1/1/09.
- Restricted Stock Purchase Plan pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest at 20% over 5 years from date of purchase.
- Of these 1,000 shares all are held jointly with reporting person's spouse.

[Kathleen H. Wade](#) under
[Power of Attorney for](#) [01/02/2004](#)
[Monica M. Martin](#)
 ** 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.

LIMITED POWER OF ATTORNEY
FOR EXECUTING FORMS 3, 4 AND 5

THE COMMONWEALTH OF MASSACHUSETTS
SUFFOLK COUNTY

I, **Monica M. Martin**, of 11 Paige Street, Hingham, MA 02043, hereby appoint **Kathleen H. Wade** of The Boston Beer Company

THIS Power of Attorney shall remain in full force and effect for so long as I have not expressly in writing to my Attorney withdrawn the powers herein conferred.

THIS Power of Attorney shall not be affected by my subsequent disability or incapacity.

EXECUTED as a sealed instrument this 30th day of December, 2003.

Monica M. Martin

COMMONWEALTH OF MASSACHUSETTS)
) ss.
COUNTY OF SUFFOLK)

December 30, 2003

Then personally appeared the above-named Monica M. Martin and acknowledged the foregoing instrument to be his free act and deed, before me,

Notary Public
My Commission Expires: