Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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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Estimated average burden								
hours per response	0.5							

		eporting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	Issu	5. Relationship of Reporting Person(s) to Issuer				
	C/O THE BOSTON BEER COMPANY, NC., ONE DESIGN CENTER PLACE,		3. Date of Earliest Transaction (Month/Day/Year) 03/28/2008	(Check all applicable) X Director 10% Owner X Officer (give title below) Other (specify below) President and C.E.O. President and C.E.O.					
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	(Che X Fo Fo	dividual or Joint/G eck Applicable Line orm filed by One F orm filed by More f eporting Person	e) 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)	(Instr. 3, 4 and 5)				5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	v	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	(1100.1)	
Class A Common	03/28/2008		М		2,000	Α	\$ 9.0133	17,457	D		
Class A Common	03/28/2008		S		200	D	\$ 48.46	17,257	D		
Class A Common	03/28/2008		S		400	D	\$ 48.41	16,857	D		
Class A Common	03/28/2008		S		200	D	\$ 48.4	16,657	D		
Class A Common	03/28/2008		S		300	D	\$ 48.39	16,357	D		
Class A Common	03/28/2008		S		100	D	\$ 48.32	16,257	D		
Class A Common	03/28/2008		S		100	D	\$ 48.23	16,157	D		
Class A Common	03/28/2008		S		200	D	\$ 48.38	15,957	D		
Class A Common	03/28/2008		S		100	D	\$ 48.16	15,857	D		
Class A Common	03/28/2008		S		100	D	\$ 48	15,757	D		
Class A Common	03/28/2008		S		100	D	\$ 47.96	15,657	D		
Class A Common	03/28/2008		S		100	D	\$ 47.95	15,557	D		

Common 03/28/2008	S 100	D \$47.84 15,457	D
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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	ansaction Number of de Derivative		and Expiration Date (Month/Day/Year)		Amount of Underlying		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	03/28/2008		м			2,000	09/06/1995	09/15/2009	Class A Common	55,220	\$ 9.0133	39,220	D	

Explanation of Responses:

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

Person

03/28/2008

ure of Reporting 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.