FORM 4	UNITED	STATES SECURITIES AND EXCHANGE COMMIS	SION	OMB APPROVAL	
Check this box if no longer subject to Sec 16. Form 4 or Form 5 obligations may cont	inue. Filed pursuant to	Washington, D.C. 20549 EMENT OF CHANGES IN BENEFICIAL OWNERSH Display Section 16(a) of the Securities Exchange Act of 19	OMB Number: Expires: Estimated aver	3235-0287 December 31, 2014 age burden	
See Instruction 1(b).	17(a) of the Put	blic Utility Holding Company Act of 1935 or Section Investment Company Act of 1940	30(h) of the	hours per response	0.5
1. Name and Address MARGOLIS JAY	of Reporting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship Issuer		Person(s) to
(Last) (First) ONE DESIGN CENTER	(Middle) R PLACE, SUITE 850	3. Date of Earliest Transaction (Month/Day/Year) 05/23/2008	(Check all applie X Director Officer (title belo	give (10% Owner Other (specify pelow)
-				1.1.10	

(Street)		00010	(Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
BOSTON	MA	02210		X Form filed by One Reporting Person
(City)	(State)	(Zip)		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	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership		
3)			Code	V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (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. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		tion Date	te 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)	\$ 39.625	05/23/2008		A		5,000		05/23/2008	05/23/2018	Class A Common	5,000	\$ 39.625	5,000	D	

Explanation of Responses:

Kathleen H. Wade under POA for the benefit of Jay 05/28/2008 Margolis ** Signature of Reporting Date Person

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.