## 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 APPRO	DVAL								
OMB Number: 3235-02									
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Estimated average burden									
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1. Name and Address of Reporting Person* Grinnell David L.  (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE			2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer				
			3. Date of Earliest Transaction (Month/Day/Year) 01/01/2010	(Check all applicable)  Director 10% Owner  X Officer (give Other (specify below)  Vice President of Brewing				
(Street) BOSTON MA 02210 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. 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. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Instr. 8)		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	
			Code	V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)	
Class A Common	01/01/2010		M		321	Α	\$ 0	321	D		
Class A Common	01/01/2010		М		222	Α	\$ 0	543	D		
Class A Common	01/01/2010		М		318	A	\$ 0	861	D		
Class A Common	01/01/2010		М		422	А	\$ 0	1,283	D		
Class A Common	01/01/2010		М		155	Α	\$ 22.59	1,438	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		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)				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				
Restricted Stock Award	\$ 0	01/01/2010		М			2,112	(1)	(1)	Class A Common	2,112	\$ 0	422	D	
Restricted Stock Award	\$ 0	01/01/2010		М			321	(2)	(2)	Class A Common	1,603	\$ 0	321	D	
Restricted Stock Award	\$ 0	01/01/2010		М			222	(3)	(3)	Class A Common	1,111	\$ 0	445	D	
Restricted Stock Award	\$ 0	01/01/2010		М			318	(4)	(4)	Class A Common	1,593	\$ 0	957	D	
Restricted Stock Award	\$ 0	01/01/2010		A		1,287		(5)	(5)	Class A Common	1,287	\$ 0	1,287	D	
Restricted Stock Purchase	\$ 22.59	01/01/2010		м			154	(6)	(6)	Class A Common	774	\$ 22.59	465	D	

## **Explanation of Responses:**

- 1. 422 shares will vest on each of 1/1/11, and 1/1/12, 423 shares will vest on 1/1/13 and 1/1/14, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 2. 321 shares will vest on 1/1/11, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 3. 222 shares will vest on 1/1/11 and 223 shares will vest on 1/1/2012, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 4. 319 shares will vest on each of 1/1/11, 1/1/12 and 1/1/13, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 5. 257 shares will vest on each of 1/1/11, 1/1/12 and 1/1/13, 258 shares will vest on each of 1/1/14 and 1/1/15 so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 6. Restricted Stock Purchase pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.

Kathleen H. Wade under POA for the benefit of David 01/05/2010 Grinnell

\*\* 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.