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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1. Name and Address of Reporting Person* ROPER MARTIN F (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
			3. Date of Earliest Transaction (Month/Day/Year) 01/10/2007	X Director 10% Owner X Officer (give title below) (specify below) President and C.E.O.			
(Street) BOSTON (City)	MA (State)	02210 (Zip)	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	01/10/2007		M		5,000	Α	\$ 9.53	15,900	D				
Class A Common	01/10/2007		S		100	D	\$ 35.29	15,800	D				
Class A Common	01/10/2007		S		100	D	\$ 35.27	15,700	D				
Class A Common	01/10/2007		S		100	D	\$ 35.24	15,600	D				
Class A Common	01/10/2007		S		400	D	\$ 35.22	15,200	D				
Class A Common	01/10/2007		S		500	D	\$ 35.21	14,700	D				
Class A Common	01/10/2007		S		600	D	\$ 35.2	14,100	D				
Class A Common	01/10/2007		S		500	D	\$ 35.19	13,600	D				
Class A Common	01/10/2007		S		800	D	\$ 35.18	12,800	D				
Class A Common	01/10/2007		S		200	D	\$ 35.17	12,600	D				
Class A Common	01/10/2007		S		100	D	\$ 35.15	12,500	D				
Class A Common	01/10/2007		S		200	D	\$ 35.14	12,300	D				
Class A	01/10/2007		S		200	D	\$ 35.14	12,300	D				

Common	01/10/2007	S	700	D	\$ 35.12	11,600	D	
Class A Common	01/10/2007	S	100	D	\$ 35.11	11,500	D	
Class A Common	01/10/2007	S	300	D	\$ 35.1	11,200	D	
Class A Common	01/10/2007	S	200	D	\$ 35.09	11,000	D	
Class A Common	01/10/2007	S	100	D	\$ 35.05	10,900	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)		n Number of		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)	\$ 9.53	01/10/2007		М			5,000	01/01/2003	10/20/1997	Class A Common	250,000	\$ 9.53	36,040	D	

Explanation of Responses:

Helen F. Bornemann under POA for the benefit of 01/12/2007 Martin F. Roper

** Signature of Reporting Date Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

^{*} 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.