FORM 4

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

1. Name and Address of Reporting Person [*] KOCH C JAMES	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, SUITE 850	3. Date of Earliest Transaction (Month/Day/Year) 03/04/2014	(Check all applicable) X Director X 10% Owner Officer (give title below) Chairman
(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)			spos	Acquired sed of (D) nd 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	03/04/2014		S ⁽¹⁾		200	D	\$ 235.5	26,334	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 238	26,234	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 239	26,134	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 240	26,034	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 241	25,934	D			
Class A Common	03/04/2014		S ⁽¹⁾		200	D	\$ 242.25 ⁽²⁾	25,734	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 243	25,634	D			
Class A Common	03/04/2014		S ⁽¹⁾		100	D	\$ 244	25,534	D			
Class A Common								135,000	I	By Spouse in Trust under GRAT		
Class A Common								23,486	I	Custodian for children under UGTMA		
										By spouse as		

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Class A Common				3,656	I	custodian for children under UGTMA
Class A Common				2,532	I	By spouse in trust for children
Class A Common				44,248	I	By LLC managed by spouse

	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 5. Number of Derivative		6. Date Exercisable and		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)	Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 14, 2013.

2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$242.00 to \$242.50. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

> Kathleen H. Wade under POA for the benefit of C. 03/05/2014 James Koch ** 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.