Check this box if no

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

	OMB APPROVAL								
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longer subject to SectionSTA16. Form 4 or Form 5obligations may continue.See Instruction 1(b).Filed pursuan17(a) of the F

## 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 <sup>*</sup> URICH WILLIAM F			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850			3. Date of Earliest Transaction (Month/Day/Year) 01/01/2011	Director 10% Owner X Officer (give Other (specify title below) below) Chief Financial Officer				
(Street) BOSTON (City)	BOSTON MA 02210		4. If Amendment, Date of Original Filed (Month/Day/Year)	<ul> <li>6. Individual or Joint/Group Filing (Check Applicable Line)</li> <li>X Form filed by One Reporting Person Form filed by More than One Reporting Person</li> </ul>				

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	01/01/2011		М		139	Α	\$ 25.186	1,069	D	
Class A Common	01/01/2011		М		155	Α	\$ 22.59	1,224	D	
Class A Common	01/01/2011		М		205	Α	\$ 17.04	1,429	D	
Class A Common	01/01/2011		М		125	Α	\$ 27.96	1,554	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. Nur of Deriva Securi Acquir (A) or Dispos of (D) (Instr. 4, and	tive ties ed sed 3,	and Expiration Date (Month/Day/Year) Amou Unde Secur (Instr		Expiration Date 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				
Restricted Stock Purchase	\$ 25.186	01/01/2011		м			139	(1)	(1)	Class A Common	694	\$ 25.186	417	D	
Restricted Stock Purchase	\$ 22.59	01/01/2011		м			155	(1)	(1)	Class A Common	774	\$ 22.59	310	D	
Restricted Stock Purchase	\$ 17.04	01/01/2011		м			205	(1)	(1)	Class A Common	1,026	\$ 17.04	616	D	
Restricted Stock Purchase	\$ 27.96	01/01/2011		м			125	(1)	(1)	Class A Common	625	\$ 27.96	500	D	
Stock Option (Right to Buy)	\$ 95.09	01/01/2011		A		65,000		(2)	12/31/2020	Class A Common	65,000	\$ 95.09	0	D	

## **Explanation of Responses:**

1. 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.

2. So long as the Reporting Person is employed by the Company on the applicable vesting date, all of the shares shall vest on January 1, 2016.

William F. Urich	<u>01/04/2011</u>
** 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.

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