

OMB APPROVAL	
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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

<b>1. Name and Address of Reporting Person *</b> Wade Kathleen H <hr/> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., SUITE 850 <hr/> (Street) BOSTON MA 02210 <hr/> (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> BOSTON BEER CO INC [SAM]	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) VP - Legal and Secretary
	<b>3. Date of Earliest Transaction</b> (Month/Day/Year) 11/02/2012	
	<b>4. If Amendment, Date of Original Filed</b> (Month/Day/Year)	

**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. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	11/02/2012		M		1,500	A	\$ 24.95	11,977 <sup>(1)</sup>	D	
Class A Common	11/02/2012		M		520	A	\$ 35.98	12,497 <sup>(1)</sup>	D	
Class A Common	11/02/2012		M		1,080	A	\$ 46.6	13,577 <sup>(1)</sup>	D	
Class A Common	11/02/2012		S		3,100	D	\$ 115	10,477 <sup>(1)</sup>	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. Transaction 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)		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
Stock Option (Right to Buy)	\$ 24.95	11/02/2012		M		1,500		01/01/2011 <sup>(2)</sup>	12/31/2015 <sup>(2)</sup>	Class A Common	1,500	\$ 0	1,200	D	
Stock Option (Right to Buy)	\$ 35.98	11/02/2012		M		520		01/01/2012 <sup>(3)</sup>	12/31/2016 <sup>(3)</sup>	Class A Common	520	\$ 0	500	D	
Stock Option (Right to Buy)	\$ 46.6	11/02/2012		M		1,080		01/01/2015 <sup>(4)</sup>	12/31/2019 <sup>(4)</sup>	Class A Common	1,080	\$ 0	1,620	D	

**Explanation of Responses:**

- The shares reported include 3,462 shares of restricted stock subject to vesting conditions based on continued employment.
- The option vested in five equal annual installments beginning on March 1, 2007, fully vesting on January 1, 2011.
- The option vests in five equal annual installments beginning on March 1, 2008, fully vesting on January 1, 2015.
- The option vests in five equal installments beginning on March 1, 2011, fully vesting on March 1, 2015.

Kathleen H. Wade                      11/06/2012

\*\* 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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