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

OMB APPROVAL

Estimated average burden

3235-0287

2014

0.5

December 31,

OMB

Number:

Expires:

hours per response

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

ROPER MARTIN 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)				
			3. Date of Earliest Transaction (Month/Day/Year) 03/18/2008	X	10% Owner Other (specify below) d C.E.O.			
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	(Che X Fo Fo	dividual or Joint/G ck Applicable Line orm filed by One R orm filed by More t eporting Person) eporting Person		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned													
2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		(A) or Di	spos	ed of (D)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership				
		Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	or indirect (I) (Instr. 4)	(Instr. 4)				
03/18/2008		М		2,000	A	\$ 9.0133	17,457	D					
03/18/2008		S		200	D	\$ 46.33	17,257	D					
03/18/2008		s		100	D	\$ 46.27	17,157	D					
03/18/2008		S		100	D	\$ 46.23	17,057	D					
03/18/2008		S		100	D	\$ 46.2	16,957	D					
03/18/2008		s		100	D	\$ 46.01	16,857	D					
03/18/2008		S		100	D	\$ 46	16,757	D					
03/18/2008		S		100	D	\$ 45.99	16,657	D					
03/18/2008		S		100	D	\$ 45.88	16,557	D					
03/18/2008		S		100	D	\$ 45.86	16,457	D					
03/18/2008		S		100	D	\$ 45.8	16,357	D					
03/18/2008		S		300	D	\$ 45.79	16,057	D					
	2. Transaction Date (Month/Day/Year) 03/18/2008 03/18/2008 03/18/2008 03/18/2008 03/18/2008 03/18/2008 03/18/2008 03/18/2008	2. Transaction 2A. Deemed Date Execution Date, (Month/Day/Year) Image: Constant of the secution Date, 03/18/2008 Image: Constant of the secution Date, 03	2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) 3. Transactor Code (Instr. 8) 03/18/2008 1 1	2. Transaction 2A. Deemed 3. Transaction Date Xecution Date, Xransaction (Month/Day/Year) Xecution Date, Xransaction 03/18/2008 M V 03/18/2008 M M 03/18/2008 S I 03/18/2008 S I	2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) 3. Transaction Code (Instr. 3) 4. Secur (A) or Dic (Instr. 3) 03/18/2008 Code V Amount 03/18/2008 M I 2,000 03/18/2008 M I 2,000 03/18/2008 S I 200 03/18/2008 S I 100 03/18/2008 S I 100 <	2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) 3. Transaction Code (Instr. 8) 4. Securities (A) or Dispos (Instr. 3, 4 ar 03/18/2008 <td< td=""><td>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. 8) 03/18/2008 M V Åmount (Å) or (D) Price 03/18/2008 M 2,000 A \$ 9.0133 03/18/2008 M 2,000 A \$ 9.0133 03/18/2008 S 100 D \$ 46.33 03/18/2008 S 100 D \$ 46.27 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.24 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.24 03/18/2008 S 100 D \$ 45.99 03/18/2008 S 100 D \$ 45.86 03/18/2008</td><td>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, 4 and 5) 03/18/2008 M 2.000 A \$ 9.0133 17,457 03/18/2008 M 2.000 A \$ 9.0133 17,257 03/18/2008 M 2.000 D \$ 46.27 17,157 03/18/2008 S 100 D \$ 46.23 17,057 03/18/2008 S 100 D \$ 46.23 16,957 03/18/2008 S S 100 D \$ 46.21 16,957 03/18/2008 S S 100 D \$ 46.21 16,957 03/18/2008 S S 100 D \$ 46.23 16,657 03/18/2008 S S 100 D \$ 46.23 16,657 03/18/2008 S S 100 D \$ 46.33 16,657 <</td><td>$\begin{array}{c c c c c c c c c c c c c c c c c c c$</td></td<>	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. 8) 03/18/2008 M V Åmount (Å) or (D) Price 03/18/2008 M 2,000 A \$ 9.0133 03/18/2008 M 2,000 A \$ 9.0133 03/18/2008 S 100 D \$ 46.33 03/18/2008 S 100 D \$ 46.27 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.24 03/18/2008 S 100 D \$ 46.23 03/18/2008 S 100 D \$ 46.24 03/18/2008 S 100 D \$ 45.99 03/18/2008 S 100 D \$ 45.86 03/18/2008	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, 4 and 5) 03/18/2008 M 2.000 A \$ 9.0133 17,457 03/18/2008 M 2.000 A \$ 9.0133 17,257 03/18/2008 M 2.000 D \$ 46.27 17,157 03/18/2008 S 100 D \$ 46.23 17,057 03/18/2008 S 100 D \$ 46.23 16,957 03/18/2008 S S 100 D \$ 46.21 16,957 03/18/2008 S S 100 D \$ 46.21 16,957 03/18/2008 S S 100 D \$ 46.23 16,657 03/18/2008 S S 100 D \$ 46.23 16,657 03/18/2008 S S 100 D \$ 46.33 16,657 <	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $				

Common	03/18/2008	S	100	D	\$ 45.78	15,957	D	
Class A Common	03/18/2008	S	300	D	\$ 45.77	15,657	D	
Class A Common	03/18/2008	S	200	D	\$ 45.76	15,457	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				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 Expiration		Amount or Number of Shares					
Stock Option (right to buy)	\$ 9.0133	03/18/2008		м			2,000	09/06/1995	09/15/2009	Class A Common	56,220	\$ 9.0133	53,220	D	

Explanation of Responses:

Kathleen H. Wade under POA for the benefit of Martin F. Roper ** Signature of Reporting

03/19/2008

** 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.