

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person <u>Murphy Matthew Donal</u> (Last) (First) (Middle) THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 (Street) BOSTON MA 02210 (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [SAM]</u> 3. Date of Earliest Transaction (Month/Day/Year) 01/04/2021			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Chief Accounting Officer <input type="checkbox"/> Other (specify below) <input type="checkbox"/>		
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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. 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	01/04/2021		M ⁽¹⁾		6,232	A	\$201.91	7,790 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		151	D	\$937.63 ⁽³⁾	7,639 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		448	D	\$938.75 ⁽⁴⁾	7,191 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		101	D	\$939.4 ⁽⁵⁾	7,090 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		100	D	\$940.29	6,990 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		300	D	\$941.8 ⁽⁶⁾	6,690 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		300	D	\$943.01 ⁽⁷⁾	6,390 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		216	D	\$944.99 ⁽⁸⁾	5,890 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		284	D	\$944.01 ⁽⁹⁾	6,106 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		200	D	\$947.4 ⁽¹⁰⁾	5,690 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		509	D	\$948.82 ⁽¹¹⁾	5,181 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		811	D	\$949.81 ⁽¹²⁾	4,370 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		528	D	\$950.63 ⁽¹³⁾	3,842 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		505	D	\$951.71 ⁽¹⁴⁾	3,337 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		357	D	\$952.67 ⁽¹⁵⁾	2,980 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		22	D	\$954.5 ⁽¹⁶⁾	2,958 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		200	D	\$955.2 ⁽¹⁷⁾	2,758 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		200	D	\$957.14 ⁽¹⁸⁾	2,558 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		309	D	\$964.06 ⁽¹⁹⁾	2,249 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		91	D	\$964.43 ⁽²⁰⁾	2,158 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		126	D	\$966.63 ⁽²¹⁾	2,032 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		100	D	\$965.38 ⁽²²⁾	1,932 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		25	D	\$967.78 ⁽²³⁾	1,907 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		21	D	\$968.84 ⁽²⁴⁾	1,886 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		153	D	\$969.92 ⁽²⁵⁾	1,733 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		53	D	\$971.31 ⁽²⁶⁾	1,680 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		122	D	\$973.04 ⁽²⁷⁾	1,558 ⁽²⁾	D	
Class A Common	01/04/2021		M ⁽¹⁾		750	A	\$108.56	2,308 ⁽²⁾	D	
Class A Common	01/04/2021		S ⁽¹⁾		750	D	\$991.14	1,558 ⁽²⁾	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)	4. Deemed Execution Date, if any (Month/Day/Year)	5. Transaction Code (Instr. 8)	6. Transaction Type (Instr. 9 and 5)	7. Date Exercisable and Expiration Date (Month/Day/Year)	8. Title and Amount of Underlying Derivative Security (Instr. 3 and 4)	9. Price of Derivative Security (Instr. 5)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
Stock Option (Right to Buy)	\$201.91	01/04/2021		M ⁽¹⁾	(A)	01/01/2021 ⁽²⁸⁾ 12/31/2025	Class A Common 6,232	\$0.00	D	
Stock Option (Right to Buy)	\$108.56	01/04/2021		M ⁽¹⁾	(D)	01/01/2017 ⁽²⁹⁾ 12/31/2021	Class A Common 750	\$0.00	D	

Explanation of Responses:

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on July 30, 2020.
- The shares reported include 1,223 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 151 shares is from \$937.12 to \$938.10. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 448 shares is from \$938.12 to \$939.04. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 101 shares is from \$939.24 to \$940.03. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$941.51 to \$942.015. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$942.52 to \$943.44. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 216 shares is from \$944.64 to \$945.43. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 284 shares is from \$943.62 to \$944.50. 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.
- 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 \$947.29 to \$947.57. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 509 shares is from \$948.30 to \$949.15. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 811 shares is from \$949.30 to \$950.27. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 528 shares is from \$950.33 to \$951.14. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 505 shares is from \$951.36 to \$952.05. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 357 shares is from \$952.36 to \$953.25. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 22 shares is from \$954.17 to \$954.75. 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.
- 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 \$955.20 to \$955.20. 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.
- 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 \$956.89 to \$957.43. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 309 shares is from \$963.30 to \$964.29. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 91 shares is from \$964.31 to \$964.74. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 126 shares is from \$966.43 to \$967.03. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$965.38 to \$965.38. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 25 shares is from \$967.45 to \$968.32. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 21 shares is from \$968.53 to \$969.00. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 153 shares is from \$969.80 to \$970.70. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 53 shares is from \$971.09 to \$971.88. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 122 shares is from \$972.98 to \$973.32. 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.
- The option vests in five annual installments: the first on January 1, 2021, and the final vesting on January 1, 2025, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.
- The option vested in five annual installments: the first on January 1, 2017, and the final vesting on January 1, 2021.

Remarks:

Matthew D. Murphy

01/05/2021

** 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.

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.