FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

| OMB APPROVAL | | | | | | | | |
|--------------------------|----------------------|--|--|--|--|--|--|--|
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| Estimated average burden | | | | | | | | |
| hours per response | 0.5 | | | | | | | |

| 1. Name and Address of Reporting Person* ROPER MARTIN F | | | 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to Issuer | | | | |
|---|-------------------------------------|--------------------------------|---|--|---|--|--|--|
| | (First) OSTON BEEF LINGTON ST | (Middle) R COMPANY, REET | 3. Date of Earliest Transaction (Month/Day/Year) 01/26/2005 | | ock all applicable) Director Officer (give title below) President and | 10% Owner Other (specify below) | | |
| (Street) BOSTON (City) | MA (State) | 02166 (Zip) | 4. If Amendment, Date of Original Filed (Month/Day/Year) | (Che | Individual or Joint/Group Filing check Applicable Line) Form filed by One Reporting Pers 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) | Execution Date, | 3. Transact Code (Instr. 8) | | Acquired (A) or Disposed of (D) | | | 5. Amount of Securities Beneficially Owned | 6. Ownership Form: Direct (D) | 7. Nature of Indirect Beneficial Ownership | |
| | | | Code | V | Amount (A) | | Price | Following Reported Transaction(s) (Instr. 3 and 4) | or Indirect (I) (Instr. 4) | (Instr. 4) | |

| 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 | Derivative | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | Underlying | | 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 | | | | |
| Stock Option (Right to Buy) | \$ 12.684 | 01/26/2005 | | A | | 5,147 | | (1) | (1) | Class A Common | 5,147 | \$ 12.684 | 5,147 | D | |

Explanation of Responses:

1. Restricted Stock Purchasepursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.

Martin F. Roper 01/26/2005

** 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.