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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 10-Q**

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**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15 (d) OF THE SECURITIES AND EXCHANGE ACT OF 1934**

For the quarterly period ended June 25, 2016

OR

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15 (d) OF THE SECURITIES AND EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: 1-14092

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**THE BOSTON BEER COMPANY, INC.**

(Exact name of registrant as specified in its charter)

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MASSACHUSETTS  
(State or other jurisdiction of  
incorporation or organization)

04-3284048  
(I.R.S. Employer  
Identification No.)

One Design Center Place, Suite 850, Boston, Massachusetts  
(Address of principal executive offices)

02210  
(Zip Code)

(617) 368-5000  
(Registrant's telephone number, including area code)

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. See definition of accelerated filer and large accelerated filer in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer

Accelerated filer

Non-accelerated filer

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act.) Yes  No

Number of shares outstanding of each of the issuer's classes of common stock, as of July 15, 2016:

Class A Common Stock, \$.01 par value

9,056,801

Class B Common Stock, \$.01 par value  
(Title of each class)

3,367,355

(Number of shares)

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THE BOSTON BEER COMPANY, INC.  
FORM 10-Q

June 25, 2016

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**THE BOSTON BEER COMPANY, INC. AND SUBSIDIARIES**  
**CONSOLIDATED BALANCE SHEETS**  
(in thousands, except share data)  
(unaudited)

	June 25, 2016	December 26, 2015
<b>Assets</b>		
Current Assets:		
Cash and cash equivalents	\$ 27,580	\$ 94,193
Accounts receivable, net of allowance for doubtful accounts of \$189 and \$244 as of June 25, 2016 and December 26, 2015, respectively	56,694	38,984
Inventories	61,245	56,462
Prepaid expenses and other current assets	12,402	12,053
Income tax receivable	3,476	14,928
Deferred income taxes	6,923	6,983
Total current assets	168,320	223,603
Property, plant and equipment, net	411,866	409,926
Other assets	6,704	8,188
Goodwill	3,683	3,683
Total assets	<u>\$590,573</u>	<u>\$ 645,400</u>
<b>Liabilities and Stockholders' Equity</b>		
Current Liabilities:		
Accounts payable	\$ 41,593	\$ 42,718
Current portion of debt and capital lease obligations	60	58
Accrued expenses and other current liabilities	69,485	68,384
Total current liabilities	111,138	111,160
Deferred income taxes	57,316	56,001
Debt and capital lease obligations, less current portion	411	471
Other liabilities	9,476	16,547
Total liabilities	178,341	184,179
Commitments and Contingencies		
Stockholders' Equity:		
Class A Common Stock, \$.01 par value; 22,700,000 shares authorized; 9,009,571 and 9,389,005 issued and outstanding as of June 25, 2016 and December 26, 2015, respectively	90	94
Class B Common Stock, \$.01 par value; 4,200,000 shares authorized; 3,367,355 and 3,367,355 issued and outstanding as of June 25, 2016 and December 26, 2015, respectively	34	34
Additional paid-in capital	332,218	290,096
Accumulated other comprehensive loss, net of tax	(1,043)	(951)
Retained earnings	80,933	171,948
Total stockholders' equity	412,232	461,221
Total liabilities and stockholders' equity	<u>\$590,573</u>	<u>\$ 645,400</u>

The accompanying notes are an integral part of these consolidated financial statements.

**THE BOSTON BEER COMPANY, INC. AND SUBSIDIARIES**  
**CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME**  
(in thousands, except per share data)  
(unaudited)

	<u>Thirteen weeks ended</u>		<u>Twenty-six weeks ended</u>	
	<u>June 25, 2016</u>	<u>June 27, 2015</u>	<u>June 25, 2016</u>	<u>June 27, 2015</u>
Revenue	\$261,225	\$268,721	\$463,233	\$481,555
Less excise taxes	16,409	16,517	29,590	29,848
Net revenue	244,816	252,204	433,643	451,707
Cost of goods sold	117,940	115,979	215,236	215,866
Gross profit	126,876	136,225	218,407	235,841
Operating expenses:				
Advertising, promotional and selling expenses	63,252	71,370	122,501	131,618
General and administrative expenses	21,836	18,036	42,881	35,265
Total operating expenses	85,088	89,406	165,382	166,883
Operating income	41,788	46,819	53,025	68,958
Other income (expense), net:				
Interest income (expense), net	20	11	43	7
Other income (expense), net	(206)	54	(425)	(271)
Total other income (expense), net	(186)	65	(382)	(264)
Income before income tax provision	41,602	46,884	52,643	68,694
Provision for income taxes	14,981	16,952	18,990	25,019
Net income	<u>\$ 26,621</u>	<u>\$ 29,932</u>	<u>\$ 33,653</u>	<u>\$ 43,675</u>
Net income per common share - basic	<u>\$ 2.11</u>	<u>\$ 2.24</u>	<u>\$ 2.65</u>	<u>\$ 3.28</u>
Net income per common share - diluted	<u>\$ 2.06</u>	<u>\$ 2.18</u>	<u>\$ 2.58</u>	<u>\$ 3.18</u>
Weighted-average number of common shares - Class A basic	<u>9,181</u>	<u>9,748</u>	<u>9,278</u>	<u>9,673</u>
Weighted-average number of common shares - Class B basic	<u>3,367</u>	<u>3,532</u>	<u>3,367</u>	<u>3,575</u>
Weighted-average number of common shares - diluted	<u>12,830</u>	<u>13,667</u>	<u>12,959</u>	<u>13,650</u>
Net income	<u>\$ 26,621</u>	<u>\$ 29,932</u>	<u>\$ 33,653</u>	<u>\$ 43,675</u>
Other comprehensive income, net of tax:				
Foreign currency translation adjustment	(88)	(5)	(92)	1
Comprehensive income	<u>\$ 26,533</u>	<u>\$ 29,927</u>	<u>\$ 33,561</u>	<u>\$ 43,676</u>

The accompanying notes are an integral part of these consolidated financial statements.

**THE BOSTON BEER COMPANY, INC. AND SUBSIDIARIES**  
**CONSOLIDATED STATEMENTS OF CASH FLOWS**  
(in thousands)  
(unaudited)

	<b>Twenty-six weeks ended</b>	
	<b>June 25, 2016</b>	<b>June 27, 2015</b>
<b>Cash flows provided by operating activities:</b>		
Net income	\$ 33,653	\$ 43,675
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation and amortization	24,473	20,455
Impairment of assets	37	—
Loss on disposal of property, plant and equipment	511	339
Bad debt recovery	(55)	(49)
Stock-based compensation expense	5,741	3,632
Excess tax benefit from stock-based compensation arrangements	(5,840)	(12,847)
Deferred income taxes	1,375	1,862
Changes in operating assets and liabilities:		
Accounts receivable	(17,655)	(15,666)
Inventories	(4,783)	(5,812)
Prepaid expenses, income tax receivable and other assets	12,394	33,201
Accounts payable	(1,995)	11,570
Accrued expenses and other current liabilities	6,967	(2,430)
Other liabilities	(6,504)	424
Net cash provided by operating activities	<u>48,319</u>	<u>78,354</u>
<b>Cash flows used in investing activities:</b>		
Purchases of property, plant and equipment	(25,954)	(38,880)
Cash paid for acquisition of intangible assets	—	(100)
Decrease in restricted cash	56	57
Net cash used in investing activities	<u>(25,898)</u>	<u>(38,923)</u>
<b>Cash flows (used in) provided by financing activities:</b>		
Repurchase of Class A Common Stock	(124,675)	(22,782)
Proceeds from exercise of stock options	29,521	40,332
Cash paid on note payable	(58)	(54)
Excess tax benefit from stock-based compensation arrangements	5,840	12,847
Net proceeds from sale of investment shares	338	807
Net cash (used in) provided by financing activities	<u>(89,034)</u>	<u>31,150</u>
Change in cash and cash equivalents	(66,613)	70,581
Cash and cash equivalents at beginning of year	94,193	76,402
Cash and cash equivalents at end of period	<u>\$ 27,580</u>	<u>\$146,983</u>
<b>Supplemental disclosure of cash flow information:</b>		
Income taxes paid	<u>\$ 8,655</u>	<u>\$ 9,738</u>
Income taxes refunded	<u>\$ 12,000</u>	<u>\$ 17,226</u>
Increase (Decrease) in accounts payable for purchase of property, plant and equipment	<u>\$ 870</u>	<u>\$ (1,134)</u>

The accompanying notes are an integral part of these consolidated financial statements.

**THE BOSTON BEER COMPANY, INC. AND SUBSIDIARIES**  
**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**A. Organization and Basis of Presentation**

The Boston Beer Company, Inc. and certain subsidiaries (the “Company”) are engaged in the business of brewing and selling alcohol beverages throughout the United States and in selected international markets, under the trade names, “The Boston Beer Company,” “Twisted Tea Brewing Company,” “Angry Orchard Cider Company” and “Hard Seltzer Beverage Company”. The Company’s Samuel Adams® beers are produced and sold under the trade name “The Boston Beer Company.” A&S Brewing Collaborative LLC, d/b/a Alchemy & Science (“A&S”), a wholly-owned subsidiary of the Company, sells beer under various trade names including “The Traveler Beer Company” and “Coney Island Brewing Company”.

The accompanying unaudited consolidated balance sheet as of June 25, 2016, and the consolidated statements of comprehensive income and consolidated statements of cash flows for the interim periods ended June 25, 2016 and June 27, 2015 have been prepared by the Company in accordance with U.S. generally accepted accounting principles for interim financial information and pursuant to the rules and regulations of the Securities and Exchange Commission. Accordingly, certain information and footnotes normally included in financial statements prepared in accordance with U.S generally accepted accounting principles have been condensed or omitted. These consolidated financial statements should be read in conjunction with the audited financial statements included in the Company’s Annual Report on Form 10-K for the year ended December 26, 2015.

In the opinion of the Company’s management, the Company’s unaudited consolidated balance sheet as of June 25, 2016 and the results of its consolidated operations and consolidated cash flows for the interim periods ended June 25, 2016 and June 27, 2015, reflect all adjustments (consisting only of normal and recurring adjustments) necessary to present fairly the results of the interim periods presented. The operating results for the interim periods presented are not necessarily indicative of the results expected for the full year.

**B. Inventories**

Inventories consist of raw materials, work in process and finished goods. Raw materials, which principally consist of hops, apple juice, other brewing materials and packaging, are stated at the lower of cost, determined on the first-in, first-out basis, or market. The Company’s goal is to maintain on hand a supply of at least one year for essential hop varieties, in order to limit the risk of an unexpected reduction in supply. Inventories are generally classified as current assets. The Company classifies hops inventory in excess of two years of forecasted usage in other long term assets. The cost elements of work in process and finished goods inventory consist of raw materials, direct labor and manufacturing overhead. Inventories consist of the following:

	<b>June 25, 2016</b>	<b>December 26, 2015</b>
	<b>(in thousands)</b>	
Raw materials	\$40,740	\$ 42,123
Work in process	10,085	8,876
Finished goods	<u>12,090</u>	<u>8,261</u>
	62,915	59,260
Less portion in other long term assets	<u>(1,670)</u>	<u>(2,798)</u>
	<u>\$61,245</u>	<u>\$ 56,462</u>

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**C. Net Income per Share**

The Company calculates net income per share using the two-class method, which requires the Company to allocate net income to its Class A Common Shares, Class B Common Shares and unvested share-based payment awards that participate in dividends with common stock, in the calculation of net income per share.

The Class A Common Stock has no voting rights, except (1) as required by law, (2) for the election of Class A Directors, and (3) that the approval of the holders of the Class A Common Stock is required for (a) certain future authorizations or issuances of additional securities which have rights senior to Class A Common Stock, (b) certain alterations of rights or terms of the Class A or Class B Common Stock as set forth in the Articles of Organization of the Company, (c) other amendments of the Articles of Organization of the Company, (d) certain mergers or consolidations with, or acquisitions of, other entities, and (e) sales or dispositions of any significant portion of the Company's assets.

The Class B Common Stock has full voting rights, including the right to (1) elect a majority of the members of the Company's Board of Directors and (2) approve all (a) amendments to the Company's Articles of Organization, (b) mergers or consolidations with, or acquisitions of, other entities, (c) sales or dispositions of any significant portion of the Company's assets, and (d) equity-based and other executive compensation and other significant corporate matters. The Company's Class B Common Stock is not listed for trading. Each share of the Class B Common Stock is freely convertible into one share of Class A Common Stock, upon request of any Class B holder, and participates equally in dividends.

The Company's unvested share-based payment awards include unvested shares (1) issued under the Company's investment share program, which permits employees who have been with the Company for at least one year to purchase shares of Class A Common Stock and to purchase those shares at a discount ranging from 20% to 40% below market value based on years of employment starting after two years of employment, and (2) awarded as restricted stock awards at the discretion of the Company's Board of Directors. The investment shares and restricted stock awards generally vest over five years in equal number of shares. The unvested shares participate equally in dividends. See Note I for a discussion of the current year unvested stock awards and issuances.

Included in the computation of net income per diluted common share are dilutive outstanding stock options that are vested or expected to vest. At its discretion, the Board of Directors grants stock options to senior management and certain key employees. The terms of the employee stock options are determined by the Board of Directors at the time of grant. To date, stock options granted to employees vest over various service periods and/or based on the attainment of certain performance criteria and generally expire after ten years. The Company also grants stock options to its non-employee directors upon election or re-election to the Board of Directors. The number of option shares granted to non-employee directors is calculated based on a defined formula and these stock options vest immediately upon grant and expire after ten years.



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The following table sets forth the computation of basic net income per share using the two-class method:

	Thirteen weeks ended		Twenty-six weeks ended	
	June 25, 2016	June 27, 2015	June 25, 2016	June 27, 2015
	<u>(in thousands, except per share data)</u>		<u>(in thousands, except per share data)</u>	
Net Income	<u>\$ 26,621</u>	<u>\$ 29,932</u>	<u>\$ 33,653</u>	<u>\$ 43,675</u>
Allocation of net income for basic:				
Class A Common Stock	\$ 19,375	\$ 21,870	\$ 24,567	\$ 31,740
Class B Common Stock	7,107	7,923	8,916	11,729
Unvested participating shares	139	139	170	206
	<u>\$ 26,621</u>	<u>\$ 29,932</u>	<u>\$ 33,653</u>	<u>\$ 43,675</u>
Weighted average number of shares for basic:				
Class A Common Stock	9,181	9,748	9,278	9,673
Class B Common Stock*	3,367	3,532	3,367	3,575
Unvested participating shares	66	62	64	63
	<u>12,614</u>	<u>13,342</u>	<u>12,709</u>	<u>13,311</u>
Net income per share for basic:				
Class A Common Stock	<u>\$ 2.11</u>	<u>\$ 2.24</u>	<u>\$ 2.65</u>	<u>\$ 3.28</u>
Class B Common Stock	<u>\$ 2.11</u>	<u>\$ 2.24</u>	<u>\$ 2.65</u>	<u>\$ 3.28</u>

\* Change in Class B Common Stock resulted from the conversion of 150,000 shares to Class A Common Stock on May 6, 2015 and 100,000 shares to Class A Common Stock on October 26, 2015, with the thirteen and twenty-six week number of shares reflecting the weighted average for the periods.

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*Net Income per Common Share—Diluted*

The Company calculates diluted net income per share for common stock using the more dilutive of (1) the treasury stock method, or (2) the two-class method, which assumes the participating securities are not exercised.

The following table sets forth the computation of diluted net income per share, assuming the conversion of all Class B Common Stock into Class A Common Stock and using the two-class method for unvested participating shares:

	Thirteen weeks ended					
	June 25, 2016			June 27, 2015		
	Earnings to Common Shareholders	Common Shares	EPS	Earnings to Common Shareholders	Common Shares	EPS
	(in thousands, except per share data)					
As reported—basic	\$ 19,375	9,181	\$2.11	\$ 21,870	9,748	\$2.24
Add: effect of dilutive potential common shares						
Share-based awards	—	282		—	387	
Class B Common Stock	7,107	3,367		7,923	3,532	
Net effect of unvested participating shares	3	—		4	—	
Net income per common share—diluted	<u>\$ 26,485</u>	<u>12,830</u>	\$2.06	<u>\$ 29,797</u>	<u>13,667</u>	\$2.18

	Twenty-six weeks ended					
	June 25, 2016			June 27, 2015		
	Earnings to Common Shareholders	Common Shares	EPS	Earnings to Common Shareholders	Common Shares	EPS
	(in thousands, except per share data)					
As reported—basic	\$ 24,567	9,278	\$2.65	\$ 31,740	9,673	\$3.28
Add: effect of dilutive potential common shares						
Share-based awards	—	314		—	402	
Class B Common Stock	8,916	3,367		11,729	3,575	
Net effect of unvested participating shares	4	—		6	—	
Net income per common share—diluted	<u>\$ 33,487</u>	<u>12,959</u>	\$2.58	<u>\$ 43,475</u>	<u>13,650</u>	\$3.18

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During the thirteen and twenty-six weeks ended June 25, 2016, weighted-average stock options to purchase approximately 737,000 and 695,000 shares, respectively, of Class A Common Stock were outstanding but not included in computing diluted income per common share because their effects were anti-dilutive. During the thirteen and twenty-six weeks ended June 27, 2015, weighted-average stock options to purchase approximately 6,000 and 5,000 shares, respectively, of Class A Common Stock were outstanding but not included in computing diluted income per common share because their effects were anti-dilutive. Additionally, performance-based stock options to purchase 36,000 and 37,000 shares of Class A Common Stock were outstanding as of June 25, 2016 and June 27, 2015, respectively, but not included in computing diluted income per common share because the performance criteria of these stock options was not met as of the end of the reporting period.

Of the performance-based stock options to purchase 36,000 shares of Class A Common Stock that were excluded from computing diluted net income per common share as of June 25, 2016, 30,000 shares were granted in 2016 to two key employees. The vesting of these shares requires annual depletions, or sales by distributors to retailers, of certain of the Company's brands to attain various thresholds during the period from 2016 to 2023. The remaining 6,000 shares were granted in 2016 to executive officers and the vesting of these shares requires annual depletions to attain various thresholds during 2016.

Furthermore, performance-based stock options to purchase 14,742 shares of Class A Common Stock were not included in computing diluted income per share because the performance criteria of these stock options were not met and the options were cancelled during the twenty-six weeks ended June 25, 2016. Service-based stock options to purchase 15,772 shares of Class A Common Stock were not included in computing diluted income per share because the option holders terminated employment prior to vesting and the options were cancelled during the twenty-six weeks ended June 25, 2016.

### **D. Comprehensive Income or Loss**

Comprehensive income or loss represents net income or loss, plus defined benefit plans liability adjustment, net of tax effect and foreign currency translation adjustment. The defined benefit plans liability and foreign currency translation adjustments for the interim periods ended June 25, 2016 and June 27, 2015 were not material.

### **E. Commitments and Contingencies**

#### *Contract Obligations*

The Company had outstanding total non-cancelable contract obligations of \$190.4 million at June 25, 2016. These obligations are made up of hops, barley and wheat totaling \$90.2 million, apples and other ingredients of \$35.2 million, equipment and machinery of \$20.0 million, operating leases of \$16.7 million, glass bottles of \$11.6 million, advertising contracts of \$11.4 million and other commitments of \$5.3 million.

The Company has entered into contracts for the supply of a portion of its hops requirements. These purchase contracts extend through crop year 2022 and specify both the quantities and prices, denominated in U.S. Dollars, Euros and New Zealand Dollars, to which the Company is committed. Hops purchase commitments outstanding at June 25, 2016 totaled \$68.0 million, based on the exchange rates on that date. The Company does not use forward currency exchange contracts and intends to purchase future hops using the exchange rate at the time of purchase.

Currently, the Company has entered into contracts for barley and wheat with two major suppliers. The contracts include crop year 2015 and 2016 and cover the Company's barley, wheat, and malt requirements for 2016 and part of 2017. These purchase commitments outstanding at June 25, 2016 totaled \$22.2 million.

The Company sources some of its glass bottles needs pursuant to a Glass Bottle Supply Agreement with Anchor Glass Container Corporation ("Anchor"), under which Anchor is the supplier of certain glass bottles for the Company's Cincinnati Brewery and its Pennsylvania Brewery. This agreement also establishes the terms on which Anchor may supply glass bottles to other breweries where the Company brews its beers. Under the agreement with Anchor, the Company has minimum purchase commitments that are based on Company-provided production estimates which, under normal business conditions, are expected to be fulfilled. Minimum purchase commitments under the agreement, assuming the supplier is unable to replace lost production capacity cancelled by the Company, as of June 25, 2016 totaled \$11.6 million.

The Company has various operating lease agreements for facilities and equipment as of June 25, 2016. Terms of these leases include, in some instances, scheduled rent increases, renewals, purchase options and maintenance costs, and vary by lease. These lease obligations expire at various dates through 2021. The contractual obligation on these lease agreements as of June 25, 2016 totaled \$16.7 million.

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Currently, the Company brews and packages more than 95% of its core brands volume at Company-owned breweries. In the normal course of its business, the Company has historically entered into various production arrangements with other brewing companies. Pursuant to these arrangements, the Company purchases the liquid produced by those brewing companies, including the raw materials that are used in the liquid, at the time such liquid goes into fermentation. The Company is required to repurchase all unused raw materials purchased by the brewing company specifically for the Company's beers at the brewing company's cost upon termination of the production arrangement. The Company is also obligated to meet annual volume requirements in conjunction with certain production arrangements. These requirements are not material to the Company's operations.

### *Litigation*

The Company is not a party to any pending or threatened litigation, the outcome of which would be expected to have a material adverse effect upon its financial condition or the results of its operations. In general, while the Company believes it conducts its business appropriately in accordance with laws, regulations and industry guidelines, claims, whether or not meritorious, could be asserted against the Company that might adversely impact the Company's results.

### **F. Income Taxes**

As of June 25, 2016 and December 26, 2015, the Company had approximately \$0.4 million and \$0.5 million, respectively, of unrecognized income tax benefits.

The Company's practice is to classify interest and penalties related to income tax matters in income tax expense. As of June 25, 2016 and December 26, 2015, the Company had \$0.3 million and \$0.4 million, respectively, accrued for interest and penalties.

During the first quarter of 2016, the Company received a \$12.0 million refund from the Internal Revenue Service of an overpayment of its 2015 estimated tax. The refund resulted from the *Protecting Americans from Tax Hikes Act of 2015*, which was enacted after payment of 2015 corporate estimated tax payments that were due on December 15, 2015. These tax extenders allow the Company to claim accelerated tax depreciation on qualified property, plant, and equipment additions, and the research & development tax credit on the 2015 federal corporate income tax return.

The Company's federal and state income tax returns remain subject to examination for three or four years depending on the state's statute of limitations. The Company is being audited by two states as of June 25, 2016. In addition, the Company is generally obligated to report changes in taxable income arising from federal income tax audits.

### **G. Debt**

#### *Line of Credit*

The Company has a credit facility in place that provides for a \$150.0 million revolving line of credit which expires on March 31, 2019. As of June 25, 2016, the Company was not in violation of any of its covenants to the lender under the credit facility and there were no borrowings outstanding, so that the line of credit was fully available to the Company for borrowing.

### **H. Fair Value Measures**

The Company defines fair value as the price that would be received to sell an asset or be paid to transfer a liability in an orderly transaction between market participants at the measurement date. The Company applies the following fair value hierarchy, which prioritizes the inputs used to measure fair value into three levels and bases the categorization within the hierarchy upon the lowest level of input that is available and significant to the fair value measurement. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements).

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- Level 1 — Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date.
- Level 2 — Level 2 inputs are inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly. If the asset or liability has a specified (contractual) term, a Level 2 input must be observable for substantially the full term of the asset or liability.
- Level 3 — Level 3 inputs are unobservable inputs for the asset or liability in which there is little, if any, market activity for the asset or liability at the measurement date.

All financial assets or liabilities that are measured at fair value on a recurring basis (at least annually) have been segregated into the most appropriate level within the fair value hierarchy based on the inputs used to determine the fair value at the measurement date. The assets or liabilities measured at fair value on a recurring basis are summarized in the table below (in thousands):

	As of June 25, 2016			
	Level 1	Level 2	Level 3	Total
<b>Assets:</b>				
Cash equivalents	\$26,606	\$ —	\$ —	\$26,606

  

	As of December 26, 2015			
	Level 1	Level 2	Level 3	Total
<b>Assets:</b>				
Cash equivalents	\$88,108	\$ —	\$ —	\$88,108

The Company's cash equivalents listed above represent money market funds and are classified within Level 1 of the fair value hierarchy because they are valued using quoted market prices. The Company does not adjust the quoted market price for such financial instruments.

Financial instruments that potentially subject the Company to credit risk consist principally of cash and cash equivalents held in money market funds. At June 25, 2016 and December 26, 2015, the Company had money market funds with a "Triple A" rated money market fund. The Company considers the "Triple A" rated money market fund to be a large, highly-rated investment-grade institution. As of June 25, 2016 and December 26, 2015, our cash and cash equivalents balance was \$27.6 million and \$94.2 million, respectively, including money market funds amounting to \$26.6 million and \$88.1 million, respectively. The money market funds were invested substantially in United States Treasury and government securities.

Cash, certificates of deposit, receivables and payables are carried at their cost, which approximates fair value, because of their short-term nature. Financial instruments not recorded at fair value in the consolidated financial statements are summarized in the table below (in thousands):

	As of June 25, 2016			
	Level 1	Level 2	Level 3	Total
Note payable	\$ —	\$ 400	\$ —	\$400

  

	As of December 26, 2015			
	Level 1	Level 2	Level 3	Total
Note payable	\$ —	\$ 458	\$ —	\$458

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**I. Common Stock and Stock-Based Compensation**

*Option Activity*

Information related to stock options under the Employee Equity Incentive Plan and the Stock Option Plan for Non-Employee Directors is summarized as follows:

	<u>Shares</u>	<u>Weighted-Average Exercise Price</u>	<u>Weighted-Average Remaining Contractual Term in Years</u>	<u>Aggregate Intrinsic Value (in thousands)</u>
Outstanding at December 26, 2015	1,127,162	\$ 63.99		
Granted	765,112	199.05		
Forfeited	(30,514)	213.51		
Expired	—	—		
Exercised	<u>(326,653)</u>	<u>90.64</u>		
Outstanding at June 25, 2016	<u>1,535,107</u>	<u>\$ 128.99</u>	<u>6.10</u>	<u>\$ 80,043</u>
Exercisable at June 25, 2016	<u>408,936</u>	<u>\$ 68.47</u>	<u>2.93</u>	<u>\$ 38,947</u>
Vested and expected to vest at June 25, 2016	<u>1,478,799</u>	<u>\$ 128.15</u>	<u>6.05</u>	<u>\$ 77,988</u>

On January 1, 2016, the Company granted options to purchase an aggregate of 663,136 shares of the Company's Class A Common Stock to senior management with a weighted average fair value of \$46.80 per share, of which 574,507 shares relate to a special long-term service-based retention stock option issued to the Chief Executive Officer, 70,502 shares relate to other special long-term service-based retention stock options and 18,127 shares relate to performance-based stock options.

On February 23, 2016, the Company granted options to purchase an aggregate of 67,255 shares of the Company's Class A Common Stock with a weighted average fair value of \$89.21. These shares relate to long-term service-based stock options issued to newly hired members of senior management.

On April 26, 2016, the Company granted options to purchase an aggregate of 20,681 shares of the Company's Class A Common Stock with a weighted average fair value of \$72.53. These shares relate to performance-based stock options issued to a newly hired member of senior management.

On May 25, 2016, the Company granted options to purchase an aggregate of 14,040 shares of the Company's Class A Common Stock to the Company's non-employee Directors. These options have a weighted average fair value of \$73.70 per share. All of the options vested immediately on the date of the grant.

On January 1, 2008, the Company granted the Chief Executive Officer a stock option to purchase 753,864 shares of its Class A Common Stock, which vests over a five-year period, commencing on January 1, 2014, at the rate of 20% per year. The exercise price is determined by multiplying \$42.00 by the aggregate change in the DJ Wilshire 5000 Index from and after January 1, 2008 through the close of business on the trading date next preceding each date on which the option is exercised. The exercise price will not be less than \$37.65 per share and the excess of the fair value of the Company's Class A Common Stock over the exercise price cannot exceed \$70.00 per share. At June 25, 2016 and June 27, 2015, the stock option remained unexercised as to 301,546 shares and 452,319 shares, respectively. If the stock option had been exercised on June 25, 2016, the exercise price would have been \$91.02 per share. If the stock option had been exercised on June 27, 2015, the exercise price would have been \$167.62 per share.

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On January 1, 2016, the Company granted the Chief Executive Officer an option to purchase 574,507 shares of its Class A Common Stock, which vests over a five-year period, commencing on January 1, 2019, at the rate of 20% per year. The exercise price is determined by multiplying \$201.91 by the aggregate percentage change in the DJ Wilshire 5000 Index from and after January 1, 2016 through the close of business on the trading date next preceding each date on which the option is exercised, plus an additional 1.5 percentage points per annum, prorated for partial years. The exercise price will not be less than \$201.91 per share and the excess of the fair value of the Company's Class A Common Stock over the exercise price cannot exceed \$150.00 per share. The Company is accounting for this award as a market-based award which was valued utilizing the Monte Carlo Simulation pricing model, which calculates multiple potential outcomes for an award and establishes fair value based on the most likely outcome. Under the Monte Carlo Simulation pricing model, the Company calculated the weighted average fair value per share to be \$39.16. At June 25, 2016, the stock option remained unexercised as to 574,507 shares. If the stock option had been exercised on June 25, 2016, the exercise price would have been \$202.75 per share.

### Non-Vested Shares Activity

The following table summarizes vesting activities of shares issued under the investment share program and restricted stock awards:

	Number of Shares	Weighted Average Fair Value
Non-vested at December 26, 2015	60,922	\$ 150.03
Granted	27,221	161.39
Vested	(19,281)	111.56
Forfeited	(4,105)	145.12
Non-vested at March 25, 2016	64,757	\$ 166.57

On January 1, 2016, the Company granted 8,921 shares of restricted stock awards to certain senior managers and key employees of which all shares vest ratably over service periods of five years. On January 1, 2016, employees elected to purchase 9,199 shares under the investment share program. The weighted average fair value of the restricted stock awards and investment shares, which are sold to employees at discount under its investment share program, was \$201.91 and \$91.55 per share, respectively.

On February 23, 2016 the Company granted 9,101 shares of restricted stock awards to newly hired members of senior management of which all shares vest ratably over service periods of three years. The weighted average fair value of these restricted stock awards was \$192.26.

### Stock-Based Compensation

Stock-based compensation expense related to share-based awards recognized in the thirteen and twenty-six weeks ended June 25, 2016 was \$3.1 million and \$5.7 million, respectively, and was calculated based on awards expected to vest. Stock-based compensation expense related to share-based awards recognized in the thirteen and twenty-six weeks ended June 27, 2015 was \$2.0 million and \$3.6 million, respectively, and was calculated based on awards expected to vest.

## J. Recent Accounting Pronouncements

In May 2014, the FASB issued ASU No. 2014-09, Revenue from Contracts with Customers (Topic 606). ASU 2014-09 will supersede virtually all existing revenue guidance. Under this update, an entity is required to recognize revenue upon transfer of promised goods or services to customers, in an amount that reflects the expected consideration received in exchange for those goods or services. As such, an entity will need to use more judgment and make more estimates than under the current guidance. ASU 2014-09 is to be applied retrospectively either to each prior reporting period presented in the financial statements, or only to the most current reporting period presented in the financial statements with a cumulative effect adjustment to retained earnings. The Company will elect to apply the impact (if any) of applying ASU 2014-09 to the most current reporting period presented in the financial statements with a cumulative effect adjustment to retained earnings. In August 2015, the FASB issued ASU No. 2015-14, Revenue from Contracts with Customers (Topic 606): Deferral of the Effective Date ("ASU 2015-14"). ASU 2015-14 defers the effective date of ASU 2014-09 for one year, making it effective for the year beginning December 31, 2017, with early adoption permitted as of January 1, 2017. The Company is currently evaluating the impact ASU 2014-09 and has preliminarily concluded that it will not significantly affect how revenue for contracts with customers is recognized.

In July 2015, the FASB issued ASU No. 2015-11, *Inventory (Topic 330), Simplifying the Measurement of Inventory*. ASU 2015-11 is part of the FASB's initiative to simplify accounting standards. The guidance requires an entity to recognize inventory within scope of the standard at the lower of cost or net realizable value. Net realizable value is the estimated selling price in the ordinary course of business, less reasonable predictable costs of completion, disposal and transportation. ASU 2015-11 will be effective prospectively for the year beginning January 1, 2017. The Company is currently evaluating the impact ASU 2015-11 will have on its consolidated financial statements.

In February 2016, the FASB issued ASU No. 2016-02, *Leases (Topic 842)*. The guidance requires lessees to recognize assets and liabilities on the balance sheet for the rights and obligations created by all leases with terms of more than 12 months. ASU 2016-02 will be effective retrospectively for the year beginning December 30, 2018, with early adoption permitted. The Company is currently evaluating the impact ASU 2016-02 will have on its consolidated financial statements.

In March, 2016, the FASB issued ASU No. 2016-09, *Stock Compensation (Topic 718), Improvements to Employee Share-Based Payment Accounting*. ASU 2016-09 is part of the FASB's initiative to simplify accounting standards. The guidance impacts several aspects of the accounting for employee share-based payment transactions, including accounting for income taxes and forfeitures, as well as classification in the statement of cash flows. Under ASU 2016-09, income tax benefits and deficiencies are to be recognized as income tax expense or benefit in the statement of operations and the tax effects of exercised or vested awards should be treated as discrete items in the reporting period in which they occur. Additionally, under ASU 2016-09, excess tax benefits should be classified along with other income tax cash flows as an operating activity. ASU 2016-09 will be effective for the year beginning January 1, 2017 and may be applied retrospectively or prospectively. The Company is currently evaluating the impact ASU 2016-09 will have on its consolidated financial statements.

**K. Subsequent Events**

The Company evaluated subsequent events occurring after the balance sheet date, June 25, 2016, and concluded that there were no events of which management was aware that occurred after the balance sheet date that would require any adjustment to or disclosure in the accompanying consolidated financial statements.



## Item 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following is a discussion of the significant factors affecting the consolidated operating results, financial condition and liquidity and cash flows of The Boston Beer Company, Inc. (the "Company" or "Boston Beer") for the thirteen and twenty-six week periods ended June 25, 2016, as compared to the thirteen and twenty-six week periods ended June 27, 2015. This discussion should be read in conjunction with the Management's Discussion and Analysis of Financial Condition and Results of Operations, and the Consolidated Financial Statements of the Company and Notes thereto included in the Company's Annual Report on Form 10-K for the fiscal year ended December 26, 2015.

### RESULTS OF OPERATIONS

#### *Thirteen Weeks Ended June 25, 2016 compared to Thirteen Weeks Ended June 27, 2015*

**Net revenue.** Net revenue decreased by \$7.4 million, or 2.9%, to \$244.8 million for the thirteen weeks ended June 25, 2016, as compared to \$252.2 million for the thirteen weeks ended June 27, 2015, due primarily to decreased shipments, partially offset by price increases.

**Volume.** Total shipment volume decreased by 4.0% to 1,080,000 barrels for the thirteen weeks ended June 25, 2016, as compared to 1,125,000 barrels for the thirteen weeks ended June 27, 2015, due primarily to declines in shipments of Samuel Adams, Angry Orchard and Traveler brand products, partially offset by increases in Twisted Tea, Coney Island and Truly Spiked & Sparkling brand products.

Depletions, or sales by distributors to retailers, of the Company's products for the thirteen weeks ended June 25, 2016 decreased by approximately 5% compared to the comparable thirteen-week period in 2015, primarily due to declines in depletions of Samuel Adams and Angry Orchard and Traveler brand products, partially offset by increases in Twisted Tea, Coney Island and Truly Spiked & Sparkling brand products.

The Company believes distributor inventory levels at June 25, 2016 were appropriate. Inventory at distributors participating in the Freshest Beer Program at June 25, 2016 decreased slightly in terms of days of inventory on hand when compared to June 27, 2015. The Company has approximately 75% of its volume on the Freshest Beer Program.

**Net Revenue per barrel.** Net revenue per barrel increased by 1.1% to \$226.63 per barrel for the thirteen weeks ended June 25, 2016, as compared to \$224.21 per barrel for the comparable period in 2015, due primarily to price increases.

**Gross profit.** Gross profit was \$117.45 per barrel for the thirteen weeks ended June 25, 2016, as compared to \$121.11 per barrel for the thirteen weeks ended June 27, 2015. Gross margin was 51.8% for the thirteen weeks ended June 25, 2016, as compared to 54.0% for the thirteen weeks ended June 27, 2015. The decrease in gross profit per barrel of \$3.66 is primarily due to an increase in cost of goods sold per barrel, partially offset by an increase in net revenue per barrel.

Cost of goods sold was \$109.18 per barrel for the thirteen weeks ended June 25, 2016, as compared to \$103.11 per barrel for the thirteen weeks ended June 27, 2015. The 2016 increase in cost of goods sold of \$6.07 per barrel is primarily the result of higher brewery operating costs, caused by lower volumes and efficiencies and product mix effects.

The Company includes freight charges related to the movement of finished goods from its manufacturing locations to distributor locations in its advertising, promotional and selling expense line item. As such, the Company's gross margins may not be comparable to those of other entities that classify costs related to distribution differently.

**Advertising, promotional and selling.** Advertising, promotional and selling expenses decreased by \$8.1 million, or 11.4%, to \$63.3 million for the thirteen weeks ended June 25, 2016, as compared to \$71.4 million for the thirteen weeks ended June 27, 2015. The decrease was primarily the result of lower media spending and decreases in freight to distributors due to lower volume and lower freight rates, partially offset by increases in point of sale.

Advertising, promotional and selling expenses were 26% of net revenue, or \$58.55 per barrel, for the thirteen weeks ended June 25, 2016, as compared to 28% of net revenue, or \$63.45 per barrel, for the thirteen weeks ended June 27, 2015. The Company invests in advertising and promotional campaigns that it believes will be effective, but there is no guarantee that such investments will generate sales growth.

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The Company conducts certain advertising and promotional activities in its distributors' markets, and the distributors make contributions to the Company for such efforts. These amounts are included in the Company's statements of comprehensive income as reductions to advertising, promotional and selling expenses. Historically, contributions from distributors for advertising and promotional activities have amounted to between 2% and 4% of net sales. The Company may adjust its promotional efforts in the distributors' markets if changes occur in these promotional contribution arrangements, depending on industry and market conditions.

**General and administrative.** General and administrative expenses increased by \$3.8 million, or 20.9%, to \$21.8 million for the thirteen weeks ended June 25, 2016, as compared to \$18.0 million for the thirteen weeks ended June 27, 2015. The increase was primarily due to increases in stock compensation, salaries and benefits and facilities costs.

**Provision for income taxes.** The Company's effective tax rate for the thirteen weeks ended June 25, 2016 of 36.0% decreased from the thirteen weeks ended June 27, 2015 rate of 36.2%, primarily due to lower state tax rates.

### *Twenty-six Weeks Ended June 25, 2016 compared to Twenty-six Ended June 27, 2015*

**Net revenue.** Net revenue decreased by \$18.1 million, or 4.0%, to \$433.6 million for the twenty-six weeks ended June 25, 2016, as compared to \$451.7 million for the twenty-six weeks ended June 27, 2015, due primarily to decreased shipments.

**Volume.** Total shipment volume decreased by 5.0% to 1,914,000 barrels for the twenty-six weeks ended June 25, 2016, as compared to 2,014,000 barrels for the twenty-six weeks ended June 27, 2015, due primarily to decreases in depletions of Samuel Adams. Angry Orchard, and Traveler brand products, partially offset by increases in Twisted Tea, Coney Island and Truly Spiked & Sparkling brand products.

Depletions, or sales by distributors to retailers, of the Company's products for the twenty-six weeks ended June 25, 2016 decreased by approximately 5% compared to the comparable twenty-six week period in 2015, due primarily to decreases in depletions of Samuel Adams. Angry Orchard, and Traveler brand products, partially offset by increases in Twisted Tea, Coney Island and Truly Spiked & Sparkling brand products.

**Net Revenue per barrel.** Net revenue per barrel increased by 1% to \$226.57 per barrel for the twenty-six weeks ended June 25, 2016, as compared to \$224.30 per barrel for the comparable period in 2015, due primarily to price increases and product and package mix.

**Gross profit.** Gross profit was \$114.11 per barrel for the twenty-six weeks ended June 25, 2016, as compared to \$117.11 per barrel for the twenty-six weeks ended June 27, 2015. Gross margin was 50.4% for the twenty-six weeks ended June 25, 2016, as compared to 52.2% for the twenty-six weeks ended June 27, 2015. The decrease in gross profit per barrel of \$3.00 is primarily due to an increase in cost of goods sold per barrel, partially offset by an increase in net revenue per barrel.

Cost of goods sold was \$112.46 per barrel for the twenty-six weeks ended June 25, 2016, as compared to \$107.19 per barrel for the twenty-six weeks ended June 27, 2015. The 2016 increase in cost of goods sold of \$5.27 per barrel is the result of higher brewery operating costs, caused by lower volumes and efficiencies and product mix effects.

The Company includes freight charges related to the movement of finished goods from its manufacturing locations to distributor locations in its advertising, promotional and selling expense line item. As such, the Company's gross margins may not be comparable to those of other entities that classify costs related to distribution differently.

**Advertising, promotional and selling.** Advertising, promotional and selling expenses decreased \$9.1 million, or 6.9%, to \$122.5 million for the twenty-six weeks ended June 25, 2016, as compared to \$131.6 million for the twenty-six weeks ended June 27, 2015. The decrease of \$9.1 million was primarily the result of decreases in freight to distributors due to lower volume and lower freight rates and lower media spending.

Advertising, promotional and selling expenses were 28% of net revenue, or \$64.00 per barrel, for the twenty-six weeks ended June 25, 2016, as compared to 29% of net revenue, or \$65.36 per barrel, for the twenty-six weeks ended June 27, 2015.

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**General and administrative.** General and administrative expenses increased by \$7.6 million, or 21.5%, to \$42.8 million for the twenty-six weeks ended June 25, 2016, as compared to \$35.3 million for the comparable period in 2015. The increase was primarily due to increases in stock compensation, salaries and benefits and facilities costs.

**Provision for income taxes.** The Company's effective tax rate for the twenty-six weeks ended June 25, 2016 of 36.1% decreased from the twenty-six weeks ended June 27, 2015 rate of 36.4%, primarily due to the favorable impact of lower state tax rates.

### **LIQUIDITY AND CAPITAL RESOURCES**

Cash decreased to \$27.6 million as of June 25, 2016 from \$94.2 million as of December 26, 2015, reflecting cash used in financing activities and for purchases of property, plant and equipment that was only partially offset by cash provided by operating activities.

Cash provided by or used in operating activities consists of net income, adjusted for certain non-cash items, such as depreciation and amortization, stock-based compensation expense and related excess tax benefit, other non-cash items included in operating results, and changes in operating assets and liabilities, such as accounts receivable, inventory, accounts payable and accrued expenses.

Cash provided by operating activities for the twenty-six weeks ended June 25, 2016 was \$48.3 million and primarily consisted of net income of \$33.7 million and non-cash items of \$26.2 million, partially offset by a net increase in operating assets and liabilities of \$11.6 million which includes a \$12 million tax refund in the first quarter of 2016. Cash provided by operating activities for the twenty-six weeks ended June 27, 2015 was \$78.4 million and primarily consisted of net income of \$43.7 million and a net decrease in operating assets and liabilities of \$21.3 million which includes a \$17.2 million tax refund in the first quarter of 2015, and non-cash items of \$13.4 million.

The Company used \$25.9 million in investing activities during the twenty-six weeks ended June 25, 2016, as compared to \$38.9 million during the twenty-six weeks ended June 27, 2015. Investing activities primarily consisted of discretionary equipment purchases to upgrade the Company-owned breweries.

Cash used in financing activities was \$89.0 million during the twenty-six weeks ended June 25, 2016, as compared to \$31.2 million provided by financing activities during the twenty-six weeks ended June 27, 2015. The \$120.2 million decrease in financing cash flow in 2016 from 2015 is primarily due to an increase in stock repurchases under the Company's Stock Repurchase Program and a decrease in proceeds from stock option exercises and related tax benefits.

During the twenty-six weeks ended June 25, 2016 and the period from June 26, 2016 through July 15, 2016, the Company repurchased approximately 743,000 shares of its Class A Common Stock for an aggregate purchase price of approximately \$127.7 million. On April 28, 2016 the Board of Directors approved an increase of \$11.0 million to the previously approved \$575.0 million share buyback expenditure limit, for a new limit of \$586.0 million. As of July 15, 2016, the Company had repurchased a cumulative total of approximately 12.3 million shares of its Class A Common Stock for an aggregate purchase price of \$573.8 million and had approximately \$12.2 million remaining on the \$586.0 million stock repurchase expenditure limit set by the Board of Directors.

The Company expects that its cash balance as of June 25, 2016 of \$27.6 million, along with future operating cash flow and the Company's unused line of credit of \$150.0 million, will be sufficient to fund future cash requirements. The Company's \$150.0 million credit facility has a term not scheduled to expire until March 31, 2019. As of the date of this filing, the Company was not in violation of any of its covenants to the lender under the credit facility and there were no amounts outstanding under the credit facility.

### **2016 Outlook**

Year-to-date depletions through the 28 weeks ended July 9, 2016 are estimated by the Company to have decreased approximately 4% from the comparable period in 2015.

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The Company is now targeting earnings per diluted share for 2016 of between \$6.40 and \$7.00, a decrease and narrowing of the range from the previously communicated estimate of \$6.50 to \$7.30, but actual results could vary significantly from this target. The 2016 fiscal year includes 53 weeks compared to the 2015 fiscal year which included only 52 weeks. The Company is currently planning that 2016 depletions and shipments change will be between minus 4% and zero, a narrowing of the range from the previously communicated estimate of change between minus 4% and plus 2%. The Company is targeting national price increases of between 1% and 2%, with full-year 2016 gross margins of between 50% and 52%, a decrease of the range from the previously communicated estimate of between 51% and 53%. The Company intends to change advertising, promotional and selling expenses by between a decrease of \$5 million and an increase of \$5 million for the full year 2016, a decrease in the range from the previously communicated estimate of an increase of between zero and \$10 million. These estimates do not include any increases or decreases in freight costs for the shipment of products to its Distributors. The Company estimates a full-year 2016 effective tax rate of approximately 36.3%.

The Company is continuing to evaluate 2016 capital expenditures. Its current estimates are between \$60 million and \$70 million, a narrowing of the range from the previously communicated estimate of between \$50 million to \$70 million. The capital will be mostly spent in the Company's breweries to support future growth and product innovation and to drive efficiencies and cost reductions. The actual total amount spent on 2016 capital expenditures may well be different from these estimates. Based on information currently available, the Company believes that its capacity requirements for 2016 can be covered by its Company-owned breweries and existing contracted capacity at third-party brewers.

## **THE POTENTIAL IMPACT OF KNOWN FACTS, COMMITMENTS, EVENTS AND UNCERTAINTIES**

### **Off-balance Sheet Arrangements**

At June 25, 2016, the Company did not have off-balance sheet arrangements as defined in 03(a)(4)(ii) of Regulation S-K.

### **Contractual Obligations**

There were no material changes outside of the ordinary course of the Company's business to contractual obligations during the three-month period ended June 25, 2016.

### **Critical Accounting Policies**

There were no material changes to the Company's critical accounting policies during the three month period ended June 25, 2016.

## **FORWARD-LOOKING STATEMENTS**

In this Quarterly Report on Form 10-Q and in other documents incorporated herein, as well as in oral statements made by the Company, statements that are prefaced with the words "may," "will," "expect," "anticipate," "continue," "estimate," "project," "intend," "designed" and similar expressions, are intended to identify forward-looking statements regarding events, conditions, and financial trends that may affect the Company's future plans of operations, business strategy, results of operations and financial position. These statements are based on the Company's current expectations and estimates as to prospective events and circumstances about which the Company can give no firm assurance. Further, any forward-looking statement speaks only as of the date on which such statement is made, and the Company undertakes no obligation to update any forward-looking statement to reflect subsequent events or circumstances. Forward-looking statements should not be relied upon as a prediction of actual future financial condition or results. These forward-looking statements, like any forward-looking statements, involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. Such risks and uncertainties include the factors set forth below in addition to the other information set forth in this Quarterly Report on Form 10-Q and in the section titled "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 26, 2015.

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**Item 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK**

Since December 26, 2015, there have been no significant changes in the Company's exposures to interest rate or foreign currency rate fluctuations. The Company currently does not enter into derivatives or other market risk sensitive instruments for the purpose of hedging or for trading purposes.

**Item 4. CONTROLS AND PROCEDURES**

As of June 25, 2016, the Company conducted an evaluation under the supervision and with the participation of the Company's management, including the Company's Chief Executive Officer and Chief Financial Officer (its principal executive officer and principal financial officer, respectively) regarding the effectiveness of the design and operation of the Company's disclosure controls and procedures as defined in Rule 13a-15(e) and 15d-15(e) of the Securities Exchange Act of 1934 (the "Exchange Act"). Based upon that evaluation, the Chief Executive Officer and Chief Financial Officer concluded that the Company's disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) were effective to ensure that information required to be disclosed by the Company in reports that it files or submits under the Exchange Act is recorded, processed, summarized and reported within the requisite time periods and that such disclosure controls and procedures were effective to ensure that information required to be disclosed by the Company in the reports that it files or submits under the Exchange Act is accumulated and communicated to its management, including its principal executive and principal financial officers, or persons performing similar functions, as appropriate to allow timely decisions regarding required disclosure.

There was no change in the Company's internal control over financial reporting that occurred during the quarter ended June 25, 2016 that has materially affected, or is reasonably likely to materially affect, the Company's internal control over financial reporting.

**PART II. OTHER INFORMATION**

**Item 1. LEGAL PROCEEDINGS**

During the thirteen weeks ended June 25, 2016 there were no material changes to the disclosure made in the Company's Annual Report on Form 10-K for the year ended December 26, 2015.

**Item 1A. RISK FACTORS**

In addition to the other information set forth in this report, careful consideration should be given to the factors discussed in Part I, "Item 1A. Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 26, 2015, which could materially affect the Company's business, financial condition or future results. The risks described in the Company's Annual Report on Form 10-K are not the only risks facing the Company. Additional risks and uncertainties not currently known to the Company or that it currently deems to be immaterial also may materially adversely affect its business, financial condition and/or operating results.

**Item 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS**

On April 28, 2016, the Board of Directors increased the aggregate expenditure limit for the Company's Stock Repurchase Program by \$11.0 million, thereby increasing the limit from \$575.0 million to \$586.0 million. As of July 15, 2016, the Company has repurchased a cumulative total of approximately 12.3 million shares of its Class A Common Stock for an aggregate purchase price of \$573.8 million and had \$12.2 million remaining on the \$586.0 million share buyback expenditure limit set by the Board of Directors.

During the twenty-six weeks ended June 25, 2016, the Company repurchased 727,627 shares of its Class A Common Stock as illustrated in the table below:

Period	Total Number of Shares Purchased	Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Approximate Dollar Value of Shares that May Yet be Purchased Under the Plans or Programs
December 27, 2015 to January 30, 2016	129,322	\$178.33	128,798	\$55,912,890
January 31, 2016 to February 27, 2016	103,605	183.12	103,328	86,961,273
February 28, 2016 to March 26, 2016	100,719	186.50	100,407	68,215,806
March 27, 2016 to April 30, 2016	143,676	173.98	143,352	54,167,002
May 1, 2016 to May 28, 2016	130,318	153.69	129,964	34,182,017
May 29, 2016 to June 25, 2016	119,987	158.41	119,519	15,231,260
Total	727,627	\$171.70	725,368	\$15,231,260

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Of the shares that were repurchased during the period, 2,259 shares represent repurchases of unvested investment shares issued under the Investment Share Program of the Company's Employee Equity Incentive Plan.

As of July 15, 2016, the Company had 9.1 million shares of Class A Common Stock outstanding and 3.4 million shares of Class B Common Stock outstanding.

**Item 3.      DEFAULTS UPON SENIOR SECURITIES**

Not Applicable

**Item 4.      MINE SAFETY DISCLOSURES**

Not Applicable

**Item 5.      OTHER INFORMATION**

Not Applicable

**Item 6.      EXHIBITS**

<u>Exhibit No.</u>	<u>Title</u>
*10.1	The 1996 Stock Option Plan for Non-Employee Directors, originally adopted in 1996 and amended on October 19, 2004, October 30, 2009, December 12, 2012 and March 9, 2016
11.1	The information required by Exhibit 11 has been included in Note C of the notes to the consolidated financial statements.
*31.1	Certification of the President and Chief Executive Officer pursuant to Rule 13a-14(a) under the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
*31.2	Certification of the Chief Financial Officer pursuant to Rule 13a-14(a) under the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
*32.1	Certification of the President and Chief Executive Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002
*32.2	Certification of the Chief Financial Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002
*101.INS	XBRL Instance Document
*101.SCH	XBRL Taxonomy Extension Schema Document
*101.CAL	XBRL Taxonomy Calculation Linkbase Document
*101.LAB	XBRL Taxonomy Label Linkbase Document
*101.PRE	XBRL Taxonomy Presentation Linkbase Document
*101.DEF	XBRL Definition Linkbase Document

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\* Filed with this report

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this Form 10-Q to be signed on its behalf by the undersigned thereunto duly authorized.

THE BOSTON BEER COMPANY, INC.  
(Registrant)

Date: July 21, 2016

/s/ Martin F. Roper

Martin F. Roper  
President and Chief Executive Officer  
(principal executive officer)

Date: July 21, 2016

/s/ Frank H. Smalla

Frank H. Smalla  
Chief Financial Officer  
(principal financial officer)

**THE BOSTON BEER COMPANY, INC.**  
**AMENDED AND RESTATED**  
**1996 STOCK OPTION PLAN FOR NON-EMPLOYEE DIRECTORS**

1. PURPOSE

The purpose of The Boston Beer Company, Inc. Amended and Restated 1996 Stock Option Plan for Non-Employee Directors (the "Plan") is to attract and retain the services of experienced and knowledgeable independent Directors who are not employees ("Non-Employee Directors") of The Boston Beer Company, Inc. ("Boston Beer") for the benefit of Boston Beer and its shareholders and to provide additional incentive for Non-Employee Directors to continue to work in the best interests of Boston Beer and its shareholders through continuing ownership of Boston Beer common stock.

2. SHARES SUBJECT TO THE PLAN

The total number of shares of Class A Common Stock, par value \$.01 per share ("Shares"), of Boston Beer for which options may be granted under the Plan shall not exceed 550,000 in the aggregate, subject to adjustment in accordance with Section 9 hereof.

3. ELIGIBILITY; GRANT OF OPTION

Each Non-Employee Director shall be granted an option under the Plan to acquire the greatest number of whole shares of Class A Common Stock with a value of One Hundred Fifteen Thousand Dollars (\$115,000.00) as computed using the binomial option-pricing model as of the date of grant upon his or her initial election to the Board of Directors of Boston Beer (the "Board"), effective as of the date of such election or appointment. In addition, each Non-Employee Director shall be granted an option under the Plan to acquire the greatest number of whole shares of Class A Common Stock with a value of One Hundred Fifteen Thousand Dollars (\$115,000.00) as computed using the binomial option-pricing model as of the date of grant upon his or her election or reelection to the Board at an annual meeting of shareholders or, in the event a new Non-Employee Director is elected or appointed to the Board after the date of the annual meeting of the shareholders of Boston Beer, the number of Shares underlying the option granted to the new Non-Employee Directors shall be pro-rated based upon the number of regular meetings of the Board remaining prior to the next annual meeting of shareholders, effective as of the date of such election or appointment. The options shall be non-qualified options not intended to meet the requirements of Section 422 of the Internal Revenue Code of 1986, as amended (the "Code").

4. OPTION AGREEMENT

Each option granted under the Plan shall be evidenced by an option agreement (the "Agreement") duly executed on behalf of Boston Beer and by the Non-Employee Director to whom such option is granted. Each Agreement shall (i) comply with and be subject to the terms and conditions of the Plan, (ii) provide that the optionee agrees to continue to serve as a Director of Boston Beer during the term for which he or she was elected and (iii) contain such other provisions not inconsistent with the provisions of the Plan, including with respect to obligations of each Non-Employee Director not to compete with Boston Beer, as the Board may determine.



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5. OPTION EXERCISE PRICE

Subject to the provisions of Section 9 hereof, the option exercise price for options granted under the Plan shall be the fair market value of the Shares covered by the option on the date of grant of the option. For the purposes hereof and of Section 6(b), the fair market value of Shares shall be the closing price of Class A Common Stock reported by the New York Stock Exchange or any other national securities exchange on which such shares may be primarily traded, on the last trading day before the date of grant, provided that if the Class A Common Stock of Boston Beer is not listed on or actually trading on the New York Stock Exchange or another national securities exchange, fair market value shall be determined in good faith by the Board.

6. TIME AND MANNER OF EXERCISE OF OPTION

(a) Options granted under the Plan shall, subject to the provisions of Section 7, be immediately exercisable in full; provided, however, that no option granted under the Plan may be exercised prior to approval of the Plan by the holders of Boston Beer's issued and outstanding Class B Common Stock, as required by Section 13.

(b) The option may be exercised in full at one time or in part from time to time by giving written notice to Boston Beer, signed by the person or persons exercising the option, stating the number of Shares with respect to which the option is being exercised, accompanied by payment in full for such Shares, which payment may be in cash or in whole or in part in Shares of the Class A Common Stock of Boston Beer already owned for a period of at least six months by the person or persons exercising the option, valued at fair market value, as determined under Section 5 hereof, on the date of exercise; provided, however, that there shall be no such exercise at any one time as to fewer than two hundred fifty (250) Shares or all of the remaining Shares then purchasable by the person or persons exercising the option, if fewer than two hundred fifty (250) Shares. Upon such exercise, delivery of a certificate for paid-up non-assessable Shares shall be made at the principal Massachusetts office of Boston Beer to the person or persons exercising the option at such time, during ordinary business hours, not more than thirty (30) days from the date of receipt of the notice by Boston Beer, as shall be designated in such notice, or at such time, place and manner as may be agreed upon by Boston Beer and the person or persons exercising the option.

7. TERM OF OPTIONS

(a) Each option shall expire ten (10) years from the date of the granting thereof, but shall be subject to earlier termination as herein provided.

(b) In the event of the death of an optionee, the option granted to such optionee may be exercised by the estate of such optionee or by any person or persons who acquired the right to exercise such option by bequest or inheritance or otherwise by reason of the death of such optionee. Such option may be exercised at any time within one (1) year after the date of death of such optionee, at which time the option shall terminate, or prior to the date on which the option otherwise expires by its terms, whichever is earlier.

(c) In the event that an optionee ceases to be a Director of Boston Beer the option granted to such optionee may be exercised by him or her, any time within three (3) years

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after the date such optionee ceases to be a Director of Boston Beer, at which time the option shall terminate, but in any event prior to the date on which the option expires by its terms, whichever is earlier, unless termination as a Director (i) was by Boston Beer for cause, in which case the option shall terminate immediately at the time the optionee ceases to be a Director of Boston Beer, (ii) was because the optionee has become disabled (within the meaning of Section 22(e)(3) of the Code), or (iii) was by reason of the death of the optionee. In the case of death, see Section 7(b) above. In the case of disability, the option may be exercised at any time within one (1) year after the date of termination of the optionee's directorship with Boston Beer, at which time the option shall terminate, but in any event prior to the date on which the option otherwise expires by its terms, whichever is earlier.

8. OPTIONS NOT TRANSFERABLE

The right of any optionee to exercise an option granted to him or her under the Plan shall not be assignable or transferable by such optionee otherwise than by will or the laws of descent and distribution, or pursuant to a qualified domestic relations order as defined by the Code or Title I of the Employee Retirement Income Security Act, or the rules thereunder. Any option granted under the Plan shall be exercisable during the lifetime of such optionee only by him or her. Any option granted under the Plan shall be null and void and without effect upon the bankruptcy of the optionee, or upon any attempted assignment or transfer, except as herein provided, including without limitation any purported assignment, whether voluntary or by operation of law, pledge, hypothecation or other disposition, attachment, trustee process or similar process, whether legal or equitable, upon such option.

9. ADJUSTMENTS UPON CHANGES IN CAPITALIZATION

In the event that the outstanding shares of the Class A Common Stock of Boston Beer are changed into or exchanged for a different number or kind of shares or other securities of Boston Beer or of another corporation by reason of any reorganization, merger, consolidation, recapitalization, reclassification, stock split-up, combination of shares or dividends payable in capital stock, appropriate adjustment shall be made in the number and kind of shares as to which outstanding options, or portions thereof then unexercised, shall be exercisable, to the end that the proportionate interest of the optionee shall be maintained as before the occurrence of such event, and such adjustment in outstanding options shall be made without change in the total price applicable to the unexercised portion of such options and with a corresponding adjustment in the option price per share.

10. RESTRICTIONS ON ISSUE OF SHARES

Notwithstanding the provisions of Section 6 hereof, Boston Beer may delay the issuance of Shares covered by the exercise of any option granted under the Plan and the delivery of a certificate for such Shares until one of the following conditions shall be satisfied:

(i) the Shares with respect to which an option has been exercised are at the time of the issue of such Shares effectively registered under applicable Federal and state securities acts now in force or hereafter amended; or

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(ii) counsel for Boston Beer shall have given an opinion, which opinion shall not be unreasonably conditioned or withheld, that such Shares are exempt from registration under applicable Federal and state securities acts now in force or hereafter amended.

It is intended that all exercises of options granted under the Plan shall be effective. Accordingly, Boston Beer shall use its best efforts to bring about compliance with the above conditions within a reasonable time, except that Boston Beer shall be under no obligation to cause a registration statement or a post-effective amendment to any registration statement to be prepared at its expense solely for the purpose of covering the issue of Shares in respect of which any option may be exercised, except as otherwise agreed to by Boston Beer in writing.

#### 11. RIGHTS OF HOLDER ON PURCHASE FOR INVESTMENT; SUBSEQUENT REGISTRATION

Unless the Shares to be issued upon exercise of an option granted under the Plan have been effectively registered under the Securities Act of 1933 (the "1933 Act"), as now in force or hereafter amended, Boston Beer shall be under no obligation to issue any Shares covered by any option unless the person who exercises such option, in whole or in part, shall give a written representation and undertaking to Boston Beer which is satisfactory in form and scope to counsel to Boston Beer and upon which, in the opinion of such counsel, Boston Beer may reasonably rely, that he or she is acquiring the Shares issued to him pursuant to such exercise of the option for his or her own account as an investment and not with a view to, or for sale in connection with, the distribution of any such Shares, and that he or she will make no transfer of the same except in compliance with any rules and regulations in force at the time of such transfer under the 1933 Act, or any other applicable law, and that if Shares are issued without such registration a legend to this effect may be endorsed upon the securities so issued. In the event that Boston Beer shall, nevertheless, deem it necessary or desirable to register under the 1933 Act or other applicable statutes any Shares with respect to which an option shall have been exercised, or to qualify any such Shares for exemption from the 1933 Act or other applicable statutes, then Boston Beer shall take such action at its own expense and may require from each optionee such information in writing for use in any registration statement, prospectus, preliminary prospectus or offering circular as is reasonably necessary for such purpose and may require reasonable indemnity to Boston Beer and its Officers and Directors from such holder against all losses, claims, damages and liabilities arising from such use of the information so furnished and caused by any untrue statement of any material fact therein or caused by the omission to state a material fact required to be stated therein or necessary to make the statements therein not misleading in light of the circumstances under which they were made.

#### 12. LOANS PROHIBITED

Boston Beer shall not, directly or indirectly, lend money to an optionee or to any person or persons entitled to exercise an option by reason of the death of an optionee for the purpose of assisting any of them in the acquisition of Shares covered by an option granted under the Plan.

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13. APPROVAL OF SHAREHOLDERS

The Plan shall be subject to approval by the affirmative vote of the holders of a majority of the issued and outstanding shares of the Class B Common Stock of Boston Beer present or represented and entitled to vote at a duly held shareholders' meeting, or by written consent of all of the holders of such Class B Common Stock, and shall take effect immediately as of its date of adoption upon such approval.

14. EXPENSES OF THE PLAN

All costs and expenses of the adoption and administration of the Plan shall be borne by Boston Beer, and none of such expenses shall be charged to any optionee.

15. TERMINATION AND AMENDMENT OF PLAN

Unless sooner terminated as herein provided, the Plan shall terminate on May 21, 2026. The Board may at any time terminate the Plan or make such modification or amendment thereof as it deems advisable; provided, however, that, except as provided in Section 9 hereof, no modification or amendment to the provisions of the Plan may be made more than once every six (6) months other than to comport with changes in the Code, the Employee Retirement Income Security Act, or the rules thereunder, if the effect of such amendment or modification would be to change (i) the requirements for eligibility under the Plan, (ii) the timing of the grants of options to be granted under the Plan or the exercise price thereof, or (iii) the number of Shares subject to options to be granted under the Plan either in the aggregate or to one Director. Any amendment to the provisions of the Plan which (i) materially increases the number of Shares which may be subject to options granted under the Plan, (ii) materially increases the benefits accruing to Non-Employee Directors under the Plan, or (iii) materially modifies the requirement for eligibility to participate in the Plan, shall be subject to approval by the holders of Boston Beer's Class B Common Stock obtained in the manner stated in Section 13 hereof. Termination or any modification or amendment of the Plan shall not, without the consent of an optionee, affect his or her rights under an option previously granted to him or her.

16. LIMITATION OF RIGHTS IN THE OPTION SHARES

An optionee shall not be deemed for any purpose to be a shareholder of Boston Beer with respect to any of the options except to the extent that the option shall have been exercised with respect thereto and, in addition, a certificate shall have been issued theretofore and delivered to the optionee.

17. NOTICES

Any communication or notice required or permitted to be given under the Plan shall be in writing, and mailed by registered or certified mail or delivered by hand, if to Boston Beer, to its principal place of business, Attention: President, and, if to an optionee, to the address as appearing on the records of Boston Beer.

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18. COMPLIANCE WITH RULE 16b-3

It is the intention of Boston Beer that the Plan comply in all respects with Rule 16b-3 promulgated under Section 16(b) of the Securities Exchange Act of 1934 (the "1934 Act") and that Participants remain disinterested persons for purposes of administering other employee benefit plans of Boston Beer and having transactions under such other plans be exempt from Section 16(b) of the 1934 Act. Therefore, if any Plan provision is found not to be in compliance with Rule 16b-3 or if any Plan provisions would disqualify Participants from remaining disinterested persons, that provisions shall be deemed null and void, and in all events the Plan shall be construed in favor of its meeting the requirements of Rule 16b-3.

*Approved by the Board of Directors and by the holders of the Class B Common Stock of the Company on March 9, 2016.*

I, Martin F. Roper, certify that:

1. I have reviewed this quarterly report on Form 10-Q of The Boston Beer Company, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: July 21, 2016

/s/ Martin F. Roper  
Martin F. Roper  
President and Chief Executive Officer  
[Principal Executive Officer]

I, Frank H. Smalla, certify that:

1. I have reviewed this quarterly report on Form 10-Q of The Boston Beer Company, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: July 21, 2016

/s/ Frank H. Smalla  
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Frank H. Smalla  
Chief Financial Officer  
[Principal Financial Officer]

The Boston Beer Company, Inc.

Certification Pursuant To  
18 U.S.C. Section 1350,  
As Adopted Pursuant To  
Section 906 of the Sarbanes-Oxley Act of 2002

In connection with the Quarterly Report of The Boston Beer Company, Inc. (the "Company") on Form 10-Q for the period ended June 25, 2016 as filed with the Securities and Exchange Commission (the "Report"), I, Martin F. Roper, President and Chief Executive Officer of the Company, certify, pursuant to Section 1350 of Chapter 63 of Title 18, United States Code, that this Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 and that the information contained in this Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: July 21, 2016

/s/ Martin F. Roper

Martin F. Roper

President and Chief Executive Officer

A signed original of this written statement required by Section 906, or other document authenticating, acknowledging, or otherwise adopting the signature that appears in typed form within the electronic version of this written statement required by Section 906, has been provided to The Boston Beer Company, Inc. and will be retained by The Boston Beer Company, Inc. and furnished to the Securities and Exchange Commission or its staff upon request.



The Boston Beer Company, Inc.

Certification Pursuant To  
18 U.S.C. Section 1350,  
As Adopted Pursuant To  
Section 906 of the Sarbanes-Oxley Act of 2002

In connection with the Quarterly Report of The Boston Beer Company, Inc. (the "Company") on Form 10-Q for the period ended June 25, 2016 as filed with the Securities and Exchange Commission (the "Report"), I, Frank H. Smalla, Chief Financial Officer of the Company, certify, pursuant to Section 1350 of Chapter 63 of Title 18, United States Code, that this Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 and that the information contained in this Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: July 21, 2016

/s/ Frank H. Smalla  
Frank H. Smalla  
Chief Financial Officer

A signed original of this written statement required by Section 906, or other document authenticating, acknowledging, or otherwise adopting the signature that appears in typed form within the electronic version of this written statement required by Section 906, has been provided to The Boston Beer Company, Inc. and will be retained by The Boston Beer Company, Inc. and furnished to the Securities and Exchange Commission or its staff upon request.

