

[Top of the Form](#)

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company []

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. []

Item 8.01 Other Events

From October 31, 2017 to November 13, 2017, the following directors and officers of the Company entered into individual sales plans pursuant to Rule 10b5-1 of the Securities Exchange Act of 1934, as amended, for trading in shares of the Company's Class A Common Stock: Director David A. Burwick, President & Chief Executive Officer Martin F. Roper, Chief Sales Officer John C. Geist, Senior Vice President of Supply Chain Quincy B. Troupe, Vice President of Brewing David A. Grinnell, Vice President of Human Resources Cheryl A. Fisher, and Vice President of Legal & Deputy General Counsel Tara L. Heath. The aggregate number of shares that may be sold pursuant to these 10b5-1 plans is 171,595 shares. The purpose of each of these 10b5-1 plans is to provide liquidity and investment diversification. Once executed, transactions under each 10b5-1 plan will be disclosed publicly through Form 4 and/or Form 144 filings with the Securities and Exchange Commission to the extent applicable.

Additionally, on November 13, 2017, the Company entered into a 10b5-1 plan to repurchase up to \$20 million of the Company's Class A Common Stock during the period commencing December 13, 2017 and ending March 3, 2018.

[Top of the Form](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.

By: */s/ Frank H. Smalla*

Name: Frank H. Smalla

Title: Treasurer & Chief Financial Officer

November 14, 2017