Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations may continue. See Instruction 1(b).

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UNITED STATES SECURITIES AND

UNITED S	OMB APPROVAL			
	OMB Number:	3235-0287		
STATE	Expires:	December 31, 2014		
Filed pursuant to 17(a) of the Pub	Estimated average burden hours per response 0.5			
ting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Pers Issuer (Check all applicable)		Person(s) to
	cable)			

See Instructi		1(b). 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 hours per response 0.5 ress of Reporting Person* 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM] 5. Relationship of Reporting Person(s) to Issuer irst) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) 5. Relationship of Reporting Person(s) to Issuer v 09/08/2006 01/2 01/2						
1. Name and Address of Reporting Person [*] URICH WILLIAM F				Issuer				
(Last) 427 SOUTH ST	(First) REET	(Middle)		iny Act of 1940 intervention (Solution (Soluti				
(Street) NEEDHAM,MA (City)	X1 (State)	02492 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	Applicable Line X Form filed by Form filed by) / One Repo	orting Person		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Transaction Code		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)		

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Instr. 8		of and Expiration Date Derivative (Month/Day/Year) Securities		ate Amount of		Amount of of Jnderlying Derivative Securities Security		10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$ 15.835	09/08/2006		A		25,000		(1)	09/08/2013	Class A Common	125,000	\$ 15.835	72,000	D	
Stock Option (Right to Buy)	\$ 18	09/08/2006		A		10,000		(2)	09/08/2013	Class A Common	50,000	\$ 18	30,000	D	

Explanation of Responses:

1. Of this option grant, 25,000 shares will vest on 9/8/07 and 9/8/08.

2. Of this option grant, 10,000 shares will vest on 9/8/07 and 9/8/08.

William F. Urich

Person

09/08/2006 Date

** Signature of Reporting

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.