Check this box if no

UNITED STATES SECURITIES AND EXCHANGE COMMISS

NITED STATES SECURITIES AND EXCHANGE COMMISSION	OMB APPRO	OMB APPROVAL			
Washington, D.C. 20549	OMB Number:	3235-0287			
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP	Expires:	December 31, 2014			
suant to Section 16(a) of the Securities Exchange Act of 1934, Section	Estimated aver	age burden			
the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940	hours per response	0.5			
* O Jacuar Name and Ticker or Trading Overhal E Deletions	his of Desertion				

longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). Filed pursuant to Section 16(a) of the Securities Exchange Act of 193 17(a) of the Public Utility Holding Company Act of 1935 or Section 3 Investment Company Act of 1940

1. Name and Address of Reporting Person <sup>*</sup> URICH WILLIAM F (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850		orting Person <sup>*</sup>	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
		MPANY,	3. Date of Earliest Transaction (Month/Day/Year) 11/05/2010	Director     10% Owner       X     Officer (give     Other (specify       title below)     below)       Chief Financial Officer				
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	<ul> <li>6. Individual or Joint/Group Filing (Check Applicable Line)</li> <li>X Form filed by One Reporting Person Form filed by More than One Reporting Person</li> </ul>				

	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Instr. 8)		4. Secur Dispose (Instr. 3	d of	( )	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code	v	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)				
Class A Common	11/05/2010		М		700	Α	\$ 15.835	1,630	D			
Class A Common	11/05/2010		S		700	D	\$ 82.0514 <sup>(1) (2)</sup>	930	D			

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned         (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transac Code (Instr. 8		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)				8. Price of Derivative Security ) (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$ 15.835	11/05/2010		м			700	09/08/2008	09/08/2013	Class A Common	125,000	\$ 15.835	92,900	D	

## Explanation of Responses:

1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the shares is from \$82.03 to \$82.06.

2. The filer will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

William F. Urich \*\* Signature of Reporting Person <u>11/09/2010</u>

Date

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

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

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

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

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