FORM 4 UNITE	D STATES SECURITIES AND EXCHANGE COMMIS Washington, D.C. 20549	SION	OMB APPR	OVAL		
Check this box if no longer subject to Section STA 16. Form 4 or Form 5	TEMENT OF CHANGES IN BENEFICIAL OWNERS	НР	OMB Number: Expires:	3235-0287 December 31, 2014		
obligations may continue. Filed pursuan	t to Section 16(a) of the Securities Exchange Act of 1 Public Utility Holding Company Act of 1935 or Section Investment Company Act of 1940		Estimated aver hours per response	age burden 0.5		
1. Name and Address of Reporting Person <sup>*</sup> VALETTE JEAN MICHEL	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship Issuer		Person(s) to		
(Last) (First) (Middle) 28 MAPLE AVENUE	<ul> <li>3. Date of Earliest Transaction (Month/Day/Year) 05/23/2006</li> </ul>	st Transaction (Month/Day/Year) (Check all appl X Directo Officer title bel				
(Street)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Applicable Line	•	iling (Check		

X Form filed by One Reporting Person

Person

Form filed by More than One Reporting

П

KENTFIELD, **X1** CA (City)

(State)

94904

(Zip)

	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) Code		4. Secur Acquired Dispose (Instr. 3. Amount	d (A) d of	or (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (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		5. 6. Date Exercisabl number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		tion Date	Date Amount of		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				
Class A Common	\$ 26.425	05/23/2006		A		5,000		05/23/2006	05/22/2016	Class A Common	5,000	\$ 26.425	5,000	D	

**Explanation of Responses:** 

Kathleen H. Wade under POA on behalf of Jean-Michel Valette \*\* Signature of Reporting Person

05/25/2006

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.