Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person^{*} 2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to BOSTON BEER CO INC [SAM] Issuer Tanner Gregg A (Check all applicable) 3. Date of Earliest Transaction (Month/Day/Year) X Director 10% Owner 05/23/2008 (Last) (First) (Middle) Officer (give Other (specify THE BOSTON BEER COMPANY, INC., ONE title below) below) DESIGN CENTER PLACE, SUITE 850 6. Individual or Joint/Group Filing (Check 4. If Amendment, Date of Original Filed (Month/Day/Year) Applicable Line) (Street) X Form filed by One Reporting Person BOSTON 02210 MA Form filed by More than One Reporting Person (City) (State) (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) | Code | Transaction Code (Instr. 8) | | rities d (A) d of , 4 a (A) or (D) | or | 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. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | 6. Date Ex and Expira (Month/Da | tion Date | | | 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) | \$ 39.625 | 05/23/2008 | | м | | 5,000 | | 05/23/2008 | 05/23/2018 | Class A Common | 5,000 | \$ 39.625 | 5,000 | D | |

Explanation of Responses:

 Kathleen H. Wade under

 POA for benefit of Gregg A.

 Tanner

 ** Signature of Reporting

 Date

Person Person

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.