## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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

## 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

OMB APPRO	OMB APPROVAL										
OMB Number:	3235-0287										
Expires:	December 31, 2014										
Estimated avera	Estimated average burden										
hours per response	0.5										

1. Name and Address of Reporting Person* ROPER MARTIN F			2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) C/O THE BOS ARLINGTON S		(Middle) MPANY, INC., 75	3. Date of Earliest Transaction (Month/Day/Year) 08/18/2006	X Director 10% Owner  X Officer (give Other (specif title below) below)  President and C.E.O.			
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person Form filed by More than One Reporting Person  Person			

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)			spos	Acquired sed of (D) 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)	(111301. 4)
Class A Common	08/18/2006		М		10,000	Α	\$ 12.0625	16,344	D	
Class A Common	08/18/2006		S		100	D	\$ 32.06	16,244	D	
Class A Common	08/18/2006		S		100	D	\$ 32	16,144	D	
Class A Common	08/18/2006		S		100	D	\$ 31.99	16,044	D	
Class A Common	08/18/2006		S		200	D	\$ 31.98	15,844	D	
Class A Common	08/18/2006		S		200	D	\$ 31.97	15,644	D	
Class A Common	08/18/2006		S		200	D	\$ 31.96	15,444	D	
Class A Common	08/18/2006		S		400	D	\$ 31.95	15,044	D	
Class A Common	08/18/2006		S		100	D	\$ 31.94	14,944	D	
Class A Common	08/18/2006		S		900	D	\$ 31.93	14,044	D	
Class A Common	08/18/2006		S		400	D	\$ 31.92	13,644	D	
Class A Common	08/18/2006		S		1,300	D	\$ 31.91	12,344	D	
Class A Common	08/18/2006		S		800	D	\$ 31.9	11,544	D	
Class A Common	08/18/2006		S		200	D	\$ 31.87	11,344	D	

Class A Common	08/18/2006	S	200	D	\$ 31.86	11,144	D	
Class A Common	08/18/2006	S	800	D	\$ 31.85	10,344	D	
Class A Common	08/18/2006	S	100	D	\$ 31.82	10,244	D	
Class A Common	08/18/2006	S	1,100	D	\$ 31.81	9,144	D	
Class A Common	08/18/2006	S	200	D	\$ 31.8	8,944	D	
Class A Common	08/18/2006	S	300	D	\$ 31.77	8,644	D	
Class A Common	08/18/2006	S	100	D	\$ 31.76	8,544	D	
Class A Common	08/18/2006	S	700	D	\$ 31.74	7,844	D	
Class A Common	08/18/2006	S	300	D	\$ 31.73	7,544	D	
Class A Common	08/18/2006	S	100	D	\$ 31.72	7,444	D	
Class A Common	08/18/2006	S	600	D	\$ 31.71	6,844	D	
Class A Common	08/18/2006	S	500	D	\$ 31.7	6,344	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		of Der Sec Acq (A) Disp of (I	Number and Expiration Date		nd Expiration Date Amount of		Amount of Underlying Securities		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)	\$ 12.0625	08/18/2006		М			10,000	01/01/2001	11/06/2006	Class A Common	30,000	\$ 12.0625	0	D	

**Explanation of Responses:** 

Martin F. Roper

08/21/2006

\*\* Signature of Reporting Person

Date

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

- $^{\star}$  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.