

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no 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 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
|--|-----------|
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|--|--|---|
| 1. Name and Address of Reporting Person* <u>KOCH C JAMES</u> <hr/> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 <hr/> (Street) BOSTON MA 02210 <hr/> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [SAM]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">Chairman</p> |
| | 3. Date of Earliest Transaction (Month/Day/Year) 06/17/2021 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------------------------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 100 | D | \$966.93 ⁽²⁾ | 97,258 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 275 | D | \$968.31 ⁽⁴⁾ | 96,983 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 200 | D | \$969.86 ⁽⁵⁾ | 96,783 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 300 | D | \$971.71 ⁽⁶⁾ | 96,483 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 200 | D | \$975.95 | 96,283 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 305 | D | \$980.67 ⁽⁷⁾ | 95,978 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 100 | D | \$983.65 | 95,878 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 420 | D | \$987.87 ⁽⁸⁾ | 95,458 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 300 | D | \$990.04 ⁽⁹⁾ | 95,158 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 100 | D | \$992.74 | 95,058 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 100 | D | \$994.1 | 94,958 ⁽³⁾ | D | |
| Class A Common | 06/17/2021 | | S ⁽¹⁾ | | 100 | D | \$995.39 | 94,858 ⁽³⁾ | D | |
| Class A Common | | | | | | | | 33,248 | I | By LLC managed by spouse |
| Class A Common | | | | | | | | 23,486 | I | Custodian for children under UGTMA |
| Class A Common | | | | | | | | 77,627 | I | By Foundation managed by Reporting Person |
| Class A Common | | | | | | | | 5,000 | I | By Trust as Trustee |
| Class A Common | | | | | | | | 3,656 | I | By spouse as custodian for children under UGTMA |

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. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common | | | | | | | | 2,532 | I | By spouse in trust for children |

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. Transaction 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) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | |

Explanation of Responses:

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 7, 2021.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$966.79 to \$967.13. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The shares reported include 212 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 275 shares is from \$968.11 to \$968.83. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$969.56 to \$970.15. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$971.53 to \$972.08. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 305 shares is from \$980.01 to \$980.96. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 420 shares is from \$987.52 to \$988.15. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$989.56 to \$990.41. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

Remarks:

[Michael G. Andrews](#) under
[POA for the benefit of Koch](#) [06/21/2021](#)
[C. James](#)

** Signature of Reporting Person 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.