Class A Common

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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL										
OMB Number:	3235-0287									
Estimated average burden										
houre per reenonee	0.5									

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

Name and Address of Reporting Person* Coint John C.				2. Is	suer Name and Tio	ker or T	rading	Symbol		Relationship of Reporting Person(s) to Issuer (Check all applicable) Relationship of Reporting Person(s) to Issuer (Check all applicable)						
Geist John C								,	x	Director 10% Owner Officer (give title Other (specify						
	(First) STON BEER CC	· · · · · · · · · · · · · · · · · · ·	D.	3. Date of Earliest Transaction (Month/Day/Year) 01/04/2021							below) Chief Sales Officer					
ONE DESIGN CENTER PLACE				4. If	Amendment, Date	of Origin	nal Fil	ed (Month/Day		6. Individual or Joint/Group Filing (Check Applicable						
(Street) BOSTON	MA	02210									Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State)	(Zip)														
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																
Date			2. Transactio Date (Month/Day/\		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Ownership			
					Ī	Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)			
Class A Comn	non		01/04/2021			M ⁽¹⁾		1,008	Α	\$191.1	5,596(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		1,008	D	\$991.14	4,588(2)	D				
Class A Comn	non		01/04/20	21		M ⁽¹⁾		12,524	A	\$201.91	17,112(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		94	D	\$935.68 ⁽³⁾	17,018(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		6	D	\$936.97(4)	17,012(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		753	D	\$938.56 ⁽⁵⁾	16,259(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		1,039	D	\$939.18(6)	15,220(2)	D				
Class A Comn	lass A Common 01/04/20		01/04/20	21		S ⁽¹⁾		1,180	D	\$940.47 ⁽⁷⁾	14,040(2)	D				
Class A Comn	Class A Common 01/04/20		21		S ⁽¹⁾		1,229	D	\$941.42(8)	12,811(2)	D					
Class A Comn	non		01/04/20	21		S ⁽¹⁾		500	D	\$942.53 ⁽⁹⁾	12,311(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		800	D	\$943.52(10)	11,511(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		200	D	\$944.42	11,311(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		161	D	\$945.87(11)	11,150(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		429	D	\$947.29(12)	10,721(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		271	D	\$948.53(13)	10,450(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		297	D	\$949.04(14)	10,153(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		408	D	\$950.53(15)	 	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		548	D	\$952.65(16)	9,197(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		432	D	\$953.67(17)	8,765(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		320	D	\$954.78(18)	8,445(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		107	D	\$956.67(19)	8,338(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		98	D	\$958.74(20)	8,240(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		45	D	\$960 ⁽²¹⁾	8,195(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		168	D	\$961.69(22)	8,027(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		108	D	\$962.22(23)	7,919(2)	D				
Class A Comn	non		01/04/20	21		S ⁽¹⁾		325	D	\$963.7(24)	7,594(2)	D	1 7			

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

 $S^{(1)}$

 $S^{(1)}$

 $S^{(1)}$

583

397

150

D

D

D

\$964.35(25)

\$965.44(26)

\$967.6(27)

7,011(2)

6,614(2)

6,464(2)

D

D

D

01/04/2021

01/04/2021

01/04/2021

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	Pather Ined Deri Execution Date, if any (e.g. (Month/Day/Year)	vative Transa Ouits 8)	Sec lection In Sia II	Sec Acq (A) (Disp of (I	urities uired or oosed D) (Instr.	PiPate EDicip Expiration Date S(MODIIO) Sea	of Securities of Securities lenseChigities) Derivative Security (Instr. 3 and 4)		Ownied of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
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. Transa Code (8) Code		3: 4 and 5) 5: Number of Derivative Securities Acquired (A) or (D) Disposed		6. Date Exercisable and Expiration Date (Month/Day/Year) Date Expiration Exercisable Date		7. Title and Amount of Securities Amount Underlying or Derivative Security (Instr. 3 and 4) Title Shares		8. Price of Derivative Security (Instr. 5)	(Instr. 4) 9. Number of derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
Stock Option (Right to Buy)	\$191.1	01/04/2021		- _M (1)-		of (I)) (Instr. and 5)	- 03/01/2020 ⁽²⁸⁾ -	-12/31/2027-	_Class A_ Common	Amount or	\$0.00	Transaction(s) (Instr. 4) 0.00	D	
Stock Option (Right to Buy)	\$201.91	01/04/2021		_C,(1)	v	(A)	12,524_	Date Evarcicable _01/01/2021 ⁽²⁹⁾ _	Expiration	Class A	Number of	\$0.00	0.00	D	

Explanation of Responses:

- 1. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 6, 2020.
- 2. The shares reported include 4,566 shares of restricted stock subject to vesting conditions.
- 3. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 94 shares is from \$935.57 to \$936.00. 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.
- 4. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 6 shares is from \$936.83 to \$937.00. 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.
- 5. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 753 shares is from \$937.99 to \$938.93. 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.
- 6. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,039 shares is from \$938.99 to \$939.85. 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.
- 7. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,180 shares is from \$940.00 to \$940.98. 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.
- 8. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,229 shares is from \$941.00 to \$941.88. 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.
- 9. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 500 shares is from \$942.11 to \$943.07. 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.
- 10. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 800 shares is from \$943.11 to \$944.02. 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.
- 11. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 161 shares is from \$945.76 to \$945.94. 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.
- 12. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 429 shares is from \$946.81 to \$947.67. 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.
- 13. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 271 shares is from \$947.85 to \$948.81. 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.
- 14. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 297 shares is from \$948.87 to \$949.70. 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.
- 15. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 408 shares is from \$949.98 to \$950.93. 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.
- 16. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 548 shares is from \$952.17 to \$953.00. 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.
- 17. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 432 shares is from \$953.41 to \$954.39. 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.
- 18. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 320 shares is from \$954.53 to \$955.12. 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.

 19. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 107 shares is from \$956.66 to \$957.33. The Filing Person will provide full
- 19. The price shown is the weighted average sale price for the transactions reported on this line. The large of sale prices to the 107 states is from \$950.00 to \$957.35. The Fining Felson will provide in information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

 20. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 98 shares is from \$958.70 to \$959.01. 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.

 21. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 45 shares is from \$960.00 to \$960.01. 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.

 22. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 168 shares is from \$961.00 to \$961.87. 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.

 23. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 108 shares is from \$962.00 to \$962.42. 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.

 24. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 325 shares is from \$963.25 to \$964.01. 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.

 25. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 583 shares is from \$964.25 to \$965.22. 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.
- 26. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 397 shares is from \$965.27 to \$966.00. 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.
- 27. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 150 shares is from \$967.00 to \$967.99. 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.
- 28. The option vests in three annual installments: the first on March 1, 2020, and the final vesting on January 1, 2022, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates
- 29. The option vests in four annual installments: the first on January 1, 2021, and the final vesting on January 1, 2024, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

Remarks:

Michael G. Andrews under
POA for the benefit of John C. 01/05/2021
Geist

** 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.