## 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 A	OMB APPROVAL										
OMB Nu	OMB Number: 3235-0287										
Expires:		December 31, 2014									
Estimate	Estimated average burden										
hours pe		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)				
1			3. Date of Earliest Transaction (Month/Day/Year) 08/16/2006	X	X Director 10% Owner  X Officer (give Other (spec title below) below)  President, C.E.O., Treasurer			
(Street) BOSTON MA 02166 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person				

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)			ispos	Acquired sed of (D) nd 5)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Following Reported Transaction(s or (Instr. 3 and Code V Amount (D) Price 4)		Reported Transaction(s) (Instr. 3 and	or Indirect (I) (Instr. 4)	(					
Class A Common	08/16/2006		М		10,000	Α	\$ 12.0625	16,344	D			
Class A Common	08/16/2006		S		200	D	\$ 32.98	16,144	D			
Class A Common	08/16/2006		S		200	D	\$ 32.96	15,944	D			
Class A Common	08/16/2006		S		300	D	\$ 32.95	15,644	D			
Class A Common	08/16/2006		S		800	D	\$ 32.94	14,844	D			
Class A Common	08/16/2006		S		100	D	\$ 32.93	14,744	D			
Class A Common	08/16/2006		S		300	D	\$ 32.92	14,444	D			
Class A Common	08/16/2006		S		300	D	\$ 32.91	14,144	D			
Class A Common	08/16/2006		S		1,100	D	\$ 32.9	13,044	D			
Class A Common	08/16/2006		S		1,500	D	\$ 32.89	11,544	D			
Class A Common	08/16/2006		S		2,200	D	\$ 32.88	9,344	D			
Class A Common	08/16/2006		S		1,100	D	\$ 32.87	8,244	D			
Class A Common	08/16/2006		S		1,400	D	\$ 32.86	6,844	D			
Class A Common	08/16/2006		S		500	D	\$ 32.85	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		Number		6. Date Exercisable and Expiration Date (Month/Day/Year)				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)	\$ 12.0625	08/16/2006		М			10,000	01/01/2001	11/06/2006	Class A Common	30,000	\$ 12.0625	20,000	D	

**Explanation of Responses:** 

Martin F. Roper 08/17/2006 \*\* 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.