FORM 4

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

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

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 [*] URICH WILLIAM F	2. Issuer Name **and** Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
(Last)　　(First)　　(Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850	3. Date of Earliest Transaction (Month/Day/Year) 03/27/2008	Director　　　　　10% Owner X Officer (give title below)　　Other (specify below) Chief Financial Officer
(Street) BOSTON, MA X1　　　02210 (City)　　(State)　　(Zip)	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

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	03/27/2008		M		3,000	A	$ 15.835	3,138	D	
Class A Common	03/27/2008		S		200	D	$ 48.7	2,938	D	
Class A Common	03/27/2008		S		100	D	$ 48.59	2,838	D	
Class A Common	03/27/2008		S		100	D	$ 48.57	2,738	D	
Class A Common	03/27/2008		S		100	D	$ 48.55	2,638	D	
Class A Common	03/27/2008		S		200	D	$ 48.54	2,438	D	
Class A Common	03/27/2008		S		400	D	$ 48.53	2,038	D	
Class A Common	03/27/2008		S		100	D	$ 48.52	1,938	D	
Class A Common	03/27/2008		S		300	D	$ 48.51	1,638	D	
Class A Common	03/27/2008		S		1,500	D	$ 48.5	138	D	

<table>
<tr><td colspan="18" align="center">Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(<i>e.g.</i>, puts, calls, warrants, options, convertible securities)</td></tr>
</table>

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 Underlying Securities (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 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)	$ 15.835	03/27/2008		M			3,000	(1)	09/08/2013	Class A Common	125,000	$ 15.835	114,000	D	

Explanation of Responses:

1. The remaining 25,000 shares will vest on 9/8/2008

William F. Urich   03/28/2008

** 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.