

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): July 29, 2003

The Boston Beer Company, Inc.
(Exact name of registrant as specified in its chapter)

Massachusetts (State or other jurisdiction of incorporation)	01-14092 (Commission File Number)	04-328-4048 (IRS Employer Identification No.)
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75 Arlington Street, Boston, MA (Address of principal executive offices)	02116 (Zip Code)
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Registrant's telephone number, including area code (617) 368-5000

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On July 29, 2003, The Boston Beer Company, Inc. disclosed unaudited financial information for the second quarter of 2003 in an earnings release, which is set forth in the attached Exhibit 99.

The information in this Form 8-K and the Exhibit attached hereto shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of any general incorporation language in such filing.

EXHIBIT

99.1 Press release of The Boston Beer Company, Inc. dated July 29, 2003.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.
(Registrant)

/s/ Martin F. Roper

Date July 29, 2003

Martin F. Roper
President, C.E.O. and Treasurer
(Signature)*

*Print name and title of the signing officer under his signature.

BOSTON BEER REPORTS SECOND QUARTER VOLUME,
REVENUE AND EARNINGS

BOSTON, MA (7/29/03) -- The Boston Beer Company, Inc. (NYSE: SAM) today announced second quarter 2003 volume, revenue and earnings compared to the second quarter 2002.

2ND QUARTER RESULTS

For the 13 week period ended June 28, 2003, The Boston Beer Company recorded net sales of \$56.3 million, a 4.3% decline from the second quarter in 2002. Net revenue per barrel increased by 2.3% during the quarter due to normal price increases and product mix changes. As reflected on the following chart, reported sales volume for the period was 330,000 barrels, a 6.5% decline from prior year.

(in barrels)	Q2-2003 -----	Q2-2002 -----	%Chg -----
Total Boston Beer Brands	328,000	351,000	-6.5%
3rd Party Contract Brewing	2,000	2,000	0%
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Total Company	330,000	353,000	-6.5%

The Company recorded net income of \$3.1 million or \$.20 per diluted share for the quarter versus net income of \$4.8 million and \$.29 per diluted share for the same period last year. Gross margins as a percentage of net sales were 61.0% as compared to 60.3% in the prior year second quarter. This approximately 1.2% increase in gross profit percentage is due to an increase in pricing partially offset by normal increases in brewing costs at the contract breweries. Operating expenses for the quarter were up 3.2% in comparison to the same period last year, driven by an increase in advertising and promotional expenses that were partially offset by a reduction in administrative costs. Selling expenditures were higher due to national television advertising to support the entire Samuel Adams(R) brand product line and higher point of sale costs due to the purchase of new tap handles.

During the second quarter 2002, the Company received shares of stock from the demutualization of a third party insurance provider. The Company recorded the value of this stock receipt in second quarter 2002 Other Income. The impact to earnings, net of tax, was approximately \$820,000, or \$.05 per share.

Based on the information available to the Company, distributor sales of Boston Beer brands to retail (depletions) during the 2003 second quarter totaled 319,000 barrels, approximately a 2% increase from the same period in 2002. The disparity between shipments and depletions during the second quarter 2003 is due to an inventory build that occurred at the wholesaler level during the second quarter 2002. Shipments and orders in-hand suggest that core shipments for July and August 2003 will be down approximately 5% as compared to the same period 2002. Actual shipments for the current quarter may differ, however, and no inferences should be drawn with respect to shipments in future periods.

YEAR TO DATE RESULTS

For the 26 week period ended June 28, 2003, Boston Beer Company recorded net sales of \$101.6 million, a 2.8% decrease from the same period in 2002. Net revenue per barrel increased by 1.8% during the six months due to normal price increases and package mix changes. As reflected on the following chart, reported sales volume for the period was 600,000 barrels, a 4.5% decrease from prior year.

(in barrels)	6 MOS-2003 -----	6 MOS-2002 -----	%Chg ----
Total Boston Beer Brands	596,000	625,000	-4.6%
3rd Party Contract Brewing	4,000	3,000	33.3%
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Total Company	600,000	628,000	-4.5%

Based on the information available to the Company, distributor sales of Boston Beer brands to retail (depletions) totaled 572,000 barrels, a 2.0% increase from 2002.

The Company recorded \$3.0 million in net income or \$.19 per diluted share for the six months versus net income of \$6.1 million and \$.37 per diluted share for the same period last year. Gross margins as a percent of net sales were 59.9% for the six months ended 2003 and 2002. Advertising, promotional and selling expenditures increased by \$3.0 million to \$49.3 million for the period ended June 28, 2003 due to continued support of the Samuel Adams brand. Other operating expenses were consistent with normal cost inflation compared to the first half of 2002.

The Company's effective tax rate was 38.0% for the six months ended June 28, 2003, down from 41.4% during the same period 2002. The decline is due to both shifting a significant portion of the Company's investments from taxable to tax-exempt instruments, as well as a restructuring of the Company's corporate entities.

Jim Koch, Chairman of The Boston Beer Company, said, "The second quarter 2003 was another challenging quarter for the beer industry, driven primarily by soft on-premise business. Also, we continue to strive to minimize any cannibalization effects on Samuel Adams Boston Lager and Seasonals by Sam Adams Light that may have affected our total growth rate. Although too soon to measure actual impact, we are encouraged by the reaction to the Samuel Adams Boston Lager advertising campaign that began airing at the end of March 2003. Our strategy continues to focus on total family growth, through continued investment behind the entire Samuel Adams Brand Family. Sam Adams Light continues to contribute approximately 20% of the Company's volume and is established as a leading brand in the Better Light Beer segment."

Martin Roper, Boston Beer President and CEO, reported on the Company's outlook, "Negatively impacting our shipment volume for the first six months 2003 as compared to the same period 2002 was an inventory build that began in January 2002 as we were rolling out Sam Adams Light. As a result we expect wholesalers to continue reducing their inventory levels, which should result in lower shipments than depletions during the remainder of 2003."

Looking forward, Jim said, "During the second half of 2003, the company expects to spend approximately \$10 million less in total brand support than in the same period 2002, when the Company was investing heavily in the Sam Adams Light national launch. This spending may vary based on the impact of our current advertising campaign. Assuming

this investment level and pricing stability, we continue to anticipate slightly higher margins than 2002 for the full year which should result in low double digit percent earnings improvement for the full year of 2003 as compared to the pre Sam Light launch base year of 2001, after adjusting for a charge related to the disposal of excess hop inventories." The Company earned \$.47 per share during 2001, and \$.62 per share after adjusting for the charge related to the hop disposal.

During the three and six months ended June 28, 2003, the Company repurchased 908,000 and 1.3 million shares, respectively of its Class A Common Stock for an aggregate purchase price of \$12.4 and \$17.4 million, respectively. In June 2003, the Company's Board of Directors increased the aggregate expenditure limitation on the Company's Class A Common Stock from \$60.0 million to \$70.0 million. As of July 25, 2003, the Company had \$774,000 remaining on the authorized share

buyback expenditure limit. Since the beginning of the share repurchase program, the Company has repurchased a total of approximately 6.8 million shares of its Class A Common Stock for an aggregate purchase price of \$69.2 million through July 25, 2003. As of July 25, 2003, the Company has 10.0 million shares of Class A Common Stock outstanding and 4.1 million shares of Class B Common Stock outstanding.

The Boston Beer Company is America's leading brewer of world-class beer. Founded in 1984 by sixth-generation brewer Jim Koch, the Company has won more than 500 international awards for its better-tasting beers. Samuel Adams Boston Lager(R) is the Company's flagship brand, celebrated worldwide for its high-quality ingredients and traditional brewing techniques. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information, visit the web-site at www.samadams.com or visit www.bostonbeer.com for financial information.

Statements made in this press release that state the Company's or management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's report on Form 10-K for the year ended December 28, 2002 and for December 29, 2001. Copies of these documents may be obtained by contacting the Company or the SEC.

Tuesday, July 29, 2003

THE BOSTON BEER COMPANY, INC.
FINANCIAL RESULTS
(IN THOUSANDS, EXCEPT PER SHARE DATA)

OPERATING RESULTS:

	(unaudited) QUARTER ENDED		(unaudited) 6 MONTHS ENDED	
	JUNE 28, 2003	JUNE 29, 2002	JUNE 28, 2003	JUNE 29, 2002
Barrels sold	330	353	600	628
Gross sales	\$ 62,161	\$ 65,217	\$ 112,284	\$ 115,696
Less excise taxes	5,842	6,345	10,645	11,164
Net sales	56,319	58,872	101,639	104,532
Cost of goods sold	21,965	23,369	40,737	41,881
Gross profit	34,354	35,503	60,902	62,651
Advertising, promotional and selling expenses	26,006	24,592	49,316	46,277
General and administrative expenses	3,669	4,153	7,472	7,573
Total operating expenses	29,675	28,745	56,788	53,850
Operating income	4,679	6,758	4,114	8,801
Interest income, net	260	198	654	397
Other income (expense), net	4	1,257	(4)	1,251
Income before income taxes	4,943	8,213	4,764	10,449
Provision for income taxes	1,881	3,410	1,811	4,327
Net income	\$ 3,062	\$ 4,803	\$ 2,953	\$ 6,122
Net income per share - basic	\$ 0.20	\$ 0.29	\$ 0.19	\$ 0.37
Net income per share - diluted	\$ 0.20	\$ 0.29	\$ 0.19	\$ 0.37
Weighted average number of common shares - basic	15,087	16,354	15,411	16,353
Weighted average number of common shares - diluted	15,306	16,682	15,649	16,689

COPIES OF THE BOSTON BEER COMPANY'S PRESS RELEASES, INCLUDING QUARTERLY
FINANCIAL RESULTS, ARE AVAILABLE ON THE INTERNET AT WWW.SAMADAMS.COM

CONFERENCE CALL BEGINS AT 4:00 P.M. (ET)
 DIAL IN # (630) 395-0024 PASSWORD: SUMMER ALE

Contact: Kara Rappaport (617) 368-5108

CONSOLIDATED BALANCE SHEETS:

	(unaudited)	
	JUNE 28, 2003 ----	DECEMBER 28, 2002 ----
Assets		
Current Assets:		
Cash and cash equivalents	\$ 1,050	\$ 20,608
Short-term investments	30,940	32,001
Accounts receivable, net of allowance for doubtful accounts of \$524 and \$689 as of June 28, 2003 and December 28, 2002, respectively	22,957	17,830
Inventories	10,601	8,342
Prepaid expenses	1,183	1,284
Deferred income taxes	1,918	1,959
Other current assets	2,303	1,513
Total current assets	70,952	83,537
Property, plant and equipment, net	19,047	20,202
Other assets	1,254	1,690
Goodwill	1,377	1,377
Total assets	\$ 92,630	\$ 106,806
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Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	\$ 10,948	\$ 8,997
Accrued expenses	14,270	15,874
Total current liabilities	25,218	24,871
Deferred income taxes	1,568	2,406
Other long-term liabilities	650	697
Commitments and Contingencies		
Stockholders' Equity		
Class A Common Stock, \$.01 par value; 22,700,000 shares authorized; 16,769,429 and 16,674,556 issued as of June 28, 2003 and December 28, 2002, respectively	168	166
Class B Common Stock, \$.01 par value; 4,200,000 shares authorized; 4,107,355 issued and outstanding	41	41
Additional paid-in capital	60,066	59,144
Unearned compensation	(307)	(189)
Other comprehensive income	381	419
Retained earnings	67,153	64,200
Treasury stock, at cost 6,285,167 and 5,011,947 shares as of June 28, 2003 and December 28, 2002, respectively	(62,308)	(44,949)
Total stockholders' equity	65,194	78,832
Total liabilities and stockholders' equity	\$ 92,630	\$ 106,806
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CONSOLIDATED STATEMENTS OF CASH FLOWS:

	(unaudited)	
	6 MONTHS ENDED	
	JUNE 28, 2003 ----	JUNE 29, 2002 ----
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net income	\$ 2,953	\$ 6,122
Adjustments to reconcile net income to net cash from operating activities:		
Depreciation and amortization	2,788	2,879
Loss on disposal of fixed assets	47	206
Bad debt expense	(39)	116
Realized gain on sale of marketable equity security	(28)	--
Stock option compensation expense	43	42
Changes in assets and liabilities:		
Accounts receivable	(5,086)	(4,144)
Inventories	(2,259)	(519)
Prepaid expenses	101	(244)
Other current assets	(943)	(598)
Deferred taxes	(796)	380
Other assets	--	(899)
Accounts payable	1,951	(1,566)
Accrued expenses	(1,339)	2,620
Other long-term liabilities	(47)	(206)
Net cash (used in) provided by operating activities	(2,654)	4,189

CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchases of property, plant and equipment	(1,225)	(947)
Proceeds on disposal of fixed assets	14	202
Maturities of held-to-maturity investments	--	8,028
Purchases of available-for-sale securities	(3,560)	(33,832)
Purchases of held-to-maturity securities	--	(9,026)
Proceeds from the sale of available-for-sale securities	4,610	--
	-----	-----
Net cash used in investing activities	(161)	(35,575)
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CASH FLOWS FROM FINANCING ACTIVITIES:		
Purchase of treasury stock	(17,359)	(798)
Proceeds from exercise of stock options	510	228
Net proceeds from the sale of investment shares	106	41
	-----	-----
Net cash used in financing activities	(16,743)	(529)
	-----	-----
Change in cash and cash equivalents	(19,558)	(31,915)
Cash and cash equivalents at beginning of period	20,608	45,838
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Cash and cash equivalents at end of period	\$ 1,050	\$ 13,923
	=====	=====
Supplemental disclosure of cash flow information:		
Interest paid	\$ --	\$ --
	=====	=====
Taxes paid	\$ 4,356	\$ 2,041
	=====	=====