

OMB APPROVAL	
OMB Number:	3235-0287
Expires:	December 31, 2014
Estimated average burden hours per response	0.5

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

<b>1. Name and Address of Reporting Person *</b> <b>ROPER MARTIN F</b>  (Last) (First) (Middle) <b>C/O THE BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET</b>  (Street) <b>BOSTON MA 02166</b>  (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> <b>BOSTON BEER CO INC [SAM]</b>	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <b>President and C.E.O.</b>
	<b>3. Date of Earliest Transaction</b> (Month/Day/Year) <b>01/01/2005</b>	
	<b>4. If Amendment, Date of Original Filed</b> (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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	01/01/2005		M		1,724	A	\$ 4.2938	1,724	D	
Class A Common	01/01/2005		M		1,790	A	\$ 5.3063	3,514	D	
Class A Common	01/01/2005		M		1,248	A	\$ 8.68	4,762	D	
Class A Common	01/01/2005		M		2,278	A	\$ 11.079	7,040	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. 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				
Restricted Stock Purchase	\$ 4.2938	01/01/2005		M			1,724	(1)	(1)	Class A Common	8,604	\$ 4.2938	0	D	
Restricted Stock Purchase	\$ 5.6063	01/01/2005		M			1,790	(1)	(1)	Class A Common	8,948	\$ 5.3063	1,790	D	
Restricted Stock Purchase	\$ 8.68	01/01/2005		M			1,248	(1)	(1)	Class A Common	6,240	\$ 8.68	3,744	D	
Restricted Stock Purchase	\$ 11.079	01/01/2005		M			2,278	(1)	(1)	Class A Common	11,393	\$ 11.079	9,115	D	
Stock Options (Right to Buy)	\$ 21.14	01/01/2005		A		15,000		(2)	(2)	Class A Common	15,000	\$ 21.14	15,000	D	

**Explanation of Responses:**

1. Restricted Stock Purchase pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest at 20% over 5 years from date of purchase.
2. Reporting Person's right to exercise this option is subject to contingent vesting. The option may become exercisable as to a maximum of 3,000 shares on May 31 in each of the years 2006, 2007, 2008, 2009 and 2010. The actual number of shares as to which the option shall become exercisable in any year is dependent upon Company performance against a benchmark determined by the Company's Board of Directors. The option shall lapse as to any shares that do not become vested in a particular year.

Martin F. Roper

01/04/2005

\*\* 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.**