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

## 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

OMB APPROVAL
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| 1. Name and Address of Reporting Person <sup>*</sup><br>HALL ROBERT H |  |                                       | 2. Issuer Name and Ticker or Trading Symbol<br>BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to<br>Issuer  |  |  |  |  |
|---|--|---------------------------------------|---|--|--|--|--|--|
|   | (First)<br>OSTON BEER (<br>NTER PLACE, | (Middle)<br>COMPANY, ONE<br>SUITE 850 | - 3. Date of Earliest Transaction (Month/Day/Year)<br>01/01/2009        | (Check all applicable)<br>Director 10% Owner<br>X Officer (give Other (specify<br>title below) below)<br>V.P. of Brand Development   |  |  |  |  |
| (Street)<br>BOSTON MA 02210<br>(City) (State) (Zip)                   |  |                                       | 4. If Amendment, Date of Original Filed<br>(Month/Day/Year)             | <ul> <li>6. Individual or Joint/Group Filing (Check<br/>Applicable Line)</li> <li>X Form filed by One Reporting Person<br/>Form filed by More than One Reporting<br/>Person</li> </ul> |  |  |  |  |

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |  |                 |      |                                   |  |  |    |   |  |   |  |
|--|--|-----------------|------|-----------------------------------|--|--|----|---|--|---|--|
| 1. Title<br>of<br>Security<br>(Instr.<br>3)                                      | 2. Transaction<br>Date<br>(Month/Day/Year) | Execution Date, | Code | Transaction<br>Code<br>(Instr. 8) |  | rities<br>d (A)<br>d of<br>, 4 a<br>(A)<br>or<br>(D) | or | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and<br>4) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |

|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned         (e.g., puts, calls, warrants, options, convertible securities) |  |   |                                    |            |        |                                 |  |                    |                   |  |  |  |  |  |
|---|--|--|---|------------------------------------|------------|--------|---------------------------------|--|--------------------|-------------------|--|--|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security  | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code<br>(Instr. 8 | Derivative |        | tive<br>ties<br>ed<br>sed<br>3, | 6. Date Exercisable<br>and Expiration Date<br>(Month/Day/Year) |                    |                   |  | 8. Price<br>of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |  |  |   | Code                               | v          | (A)    | (D)                             | Date<br>Exercisable  | Expiration<br>Date | Title             | Amount<br>or<br>Number<br>of<br>Shares |  |  |  |  |
| Stock Option<br>(Right to<br>Buy)                   | \$ 28.4  | 01/01/2009                                 |   | A                                  |            | 15,000 |                                 | (1)  | 01/01/2019         | Class A<br>Common | 15,000                                 | \$ 28.4  | 15,000   | D  |  |

## **Explanation of Responses:**

1. Reporting Person's right to exercise this option is contingent upon the Company's 2009 performance against a benchmark, which performance will be determined by the Compensation Committee of the Company's Board of Directors on or before March 1, 2010. If the Company does not meet the benchmark, the Option shall lapse as to 50% or all of the shares, based on the Committee's determination. If the benchmark is met or exceeded, the Option shall become exercisable as to a maximum of 3,000 shares on 3/1/2010 and 3,000 shares on each of 1/1/2011, 1/1/2012, 1/1/2013 and 1/1/2014, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

 Kathleen H. Wade under
 01/05/2009

 POA for the benefit of
 01/05/2009

 Robert H. Hall
 \*\* 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.