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

OMB APPROVAL

Estimated average burden

3235-0287

2014

0.5

December 31,

OMB

Number:

Expires:

hours per response

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 A ROPER MAR		porting Person <sup>*</sup>	2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer			
(Last) C/O THE BOS INC., ONE DE SUITE 850			3. Date of Earliest Transaction (Month/Day/Year) 02/08/2007	X	ck all applicable) Director Officer (give title below) President and	10% Owner Other (specify below)	
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	(Che X Fo Fo	dividual or Joint/G ck Applicable Line orm filed by One R orm filed by More t eporting Person	) eporting 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. Transac Code (Instr. 8)		4. Secur Acquired Dispose (Instr. 3,	d (A) d of	or (D)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)
Class A Common	02/08/2007		М		5,000	A	\$ 9.53	15,900	D	
Class A Common	02/08/2007		S		100	D	\$ 34.93	15,800	D	
Class A Common	02/08/2007		S		100	D	\$ 34.91	15,700	D	
Class A Common	02/08/2007		S		100	D	\$ 34.89	15,600	D	
Class A Common	02/08/2007		S		400	D	\$ 34.88	15,200	D	
Class A Common	02/08/2007		S		300	D	\$ 34.87	14,900	D	
Class A Common	02/08/2007		S		200	D	\$ 34.82	14,700	D	
Class A Common	02/08/2007		S		100	D	\$ 34.79	14,600	D	
Class A Common	02/08/2007		S		200	D	\$ 34.77	14,400	D	
Class A Common	02/08/2007		S		300	D	\$ 34.75	14,100	D	
Class A Common	02/08/2007		S		300	D	\$ 34.71	13,800	D	
Class A Common	02/08/2007		S		700	D	\$ 34.7	13,100	D	

Common	02/08/2007	S	300	D	\$ 34.67	12,800	D	
Class A Common	02/08/2007	S	600	D	\$ 34.62	12,200	D	
Class A Common	02/08/2007	S	400	D	\$ 34.61	11,800	D	
Class A Common	02/08/2007	S	300	D	\$ 34.6	11,500	D	
Class A Common	02/08/2007	S	100	D	\$ 34.59	11,400	D	
Class A Common	02/08/2007	S	300	D	\$ 34.58	11,100	D	
Class A Common	02/08/2007	S	100	D	\$ 34.56	11,000	D	
Class A Common	02/08/2007	S	100	D	\$ 34.53	10,900	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				
Stock Option (Right to Buy)	\$ 9.53	02/08/2007		м			5,000	01/01/2003	10/20/2007	Class A Common	250,000	\$ 9.53	6,040	D	

**Explanation of Responses:** 

Martin F. Roper	<u>02/09/2007</u>
** 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.