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 E

UNITED S	OMB APPROVAL				
	OMB Number:	3235-0287			
STATE	Expires:	December 31, 2014			
Filed pursuant to 17(a) of the Pub	Estimated average burden hours per 0.5 response				
ting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship Issuer (Check all applic	of Reporting Person(s) to		
	able)				

1. Name and Address of Reporting Person [*] URICH WILLIAM F			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	Issue	5. Relationship of Reporting Person(s) to Issuer				
(Last) 427 SOUTH STR	(First) REET	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/08/2005	(Check all applicable) Director 10% Owner X Officer (give Other (specify title below) below) Chief Financial Officer					
(Street) NEEDHAM,MA X1 02492 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	dividual or Joint/Gro icable Line) orm filed by One Re orm filed by More th erson	porting 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. Transact Code (Instr. 8) Code		4. Secur Acquired Dispose (Instr. 3, Amount	d (A) d of 4 a (A) or	or (D)	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)	

	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. Transac Code (Instr. 8		5. Number of Derivative Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)				ount of of of erlying Derivative urities Security		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)	\$ 15.855	09/08/2005		A		25,000		(1)	09/07/2013	Class A Common	125,000	\$ 15.855	50,000	D	
Stock Option (Right to Buy)	\$ 18	09/08/2005		A		10,000		(2)	09/07/2013	Class A Common	50,000	\$ 18	20,000	D	

Explanation of Responses:

1. Of these 125000 option shares, 25000 vill vest on 9/8/06, 9/8/07 and 9/8/08

2. Of these 50000 option shares, 10,000 will vest on 9/8/06, 9/8/07 and 9/8/08

William F. Urich ** Signature of Reporting

Person

09/08/2005

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.