

**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): February 15, 2005

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

Massachusetts (State or other jurisdiction of incorporation)	001-14092 (Commission File Number)	04-3284048 (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

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4© under the Exchange Act (17 CFR 240.13e-4(c))

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Item 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On February 15, 2005, the Class A Directors of the Board of Directors of The Boston Beer Company, Inc., acting by unanimous written consent and pursuant to the authority granted to them under the Registrant's By-Laws, appointed David A. Burwick a Class A Director to fill the vacancy created by the resignation of James C. Kautz on October 19, 2004. As of the date of this report, Mr. Burwick has not been appointed to any committee of the Board of Directors. Mr. Burwick has no material relationship with the Registrant (either directly or as a partner, shareholder or officer of an organization that has a relationship with the Registrant) and is independent as provided in the New York Stock Exchange and Securities and Exchange Commission director independence standards.

The Registrant issued a press release regarding such appointment, which is attached hereto as Exhibit 99.1 and is incorporated by reference herein.

Exhibit 99.1 - Press Release of The Boston Beer Company, Inc. dated February 15, 2005.

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)

Date: February 15, 2005

/s/ Martin F. Roper

Martin F. Roper
Chief Executive Officer
(Signature)*

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

<PAGE> 2

EXHIBIT 99.1

For Immediate Release

Contact: Michelle Sullivan
The Boston Beer Company, Inc.
(617) 368-5165

BOSTON BEER APPOINTS DAVE BURWICK DIRECTOR

BOSTON, MA (2/15/05) - The Boston Beer Company, Inc. (NYSE: SAM) announced today that Dave Burwick has been appointed as a Director of the Company, effective immediately.

Mr. Burwick, 43, currently serves as the senior vice president and chief marketing officer of Pepsi-Cola North America, where he has been involved in driving growth of several of Pepsi's brands. A graduate of Middlebury College, Mr. Burwick received a master's degree from Harvard University's Graduate School of Business in 1989 and joined Pepsi that same year.

Jim Koch, founder and chairman of the Company, said, "Dave will be a great addition to the Board. With his record of accomplishment and his expertise in beverage marketing, we look forward to his insights and guidance."

Mr. Burwick will serve as an independent Class A Director, filling the vacancy created by the retirement of James C. Kautz in October 2004.

"As a Massachusetts native, I have followed the evolution of The Boston Beer Company and the growth of Samuel Adams as a nationally respected brand," Mr. Burwick said. "It truly is one of the great entrepreneurial success stories of our generation, and I am eager to begin work as a board member."

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 650 international awards for its better tasting beers. Samuel Adams Boston Lager® 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 about Samuel Adams® beers, visit the website at www.samadams.com, or visit www.samueladams.com for financial information.

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