FORM 4	UNITED S	STATES SECURITIES AND EXCHANGE COMMIS Washington, D.C. 20549	SION	OMB APPR	OVAL
Check this box if no		Washington, D.O. 20040	OMB Number:	3235-0287	
longer subject to Section ☐ 16. Form 4 or Form 5	STATE	Expires:	December 31, 2014		
obligations may continue. See Instruction 1(b).	•	b Section 16(a) of the Securities Exchange Act of 1 blic Utility Holding Company Act of 1935 or Section Investment Company Act of 1940		Estimated aver hours per response	age burden 0.5
1. Name and Address of Repor MARGOLIS JAY	ting Person <sup>*</sup>	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship Issuer		Person(s) to
(Last) (First) ONE DESIGN CENTER PLACE	(Middle) , SUITE 850	3. Date of Earliest Transaction (Month/Day/Year) 05/31/2007	(Check all applie X Director Officer ( title belc	give (	10% Owner Other (specify pelow)
(Street)		4. If Amendment, Date of Original Filed (Month/Dav/Year)	6. Individual or Applicable Line	•	iling (Check

BOSTON	MA	02210		X Form filed by One Reporting Person
(City)	(State)	(Zip)		Form filed by More than One Reporting Person
	Table I - N	Ion-Derivative S	ecurities Acquired, Disposed of, or Beneficial	ly Owned

	Table 1 - Non-Derivative Occurrices Acquired, Disposed of, or Derivitiany Owned												
1.Title of Security	2. Transaction Date (Month/Day/Year)		Transaction Code		Acquired (A) or Disposed of (D)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial			
(Instr. 3)		(Month/Day/Year)	(Instr. 8)		(Instr. 3, 4 and 5)					Ownership (Instr. 4)			
						(A) or		Transaction(s) (Instr. 3 and	(Instr. 4)				
			Code		Amount	(D)	Price	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		of Deriva Secur Acqui (A) or Dispo of (D) (Instr.	Number and Expiration Date		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				
Class A Common	\$ 38.555	05/31/2007		A		5,000		05/31/2007	05/31/2017	Class A Common	5,000	\$ 38.555	5,000	D	

**Explanation of Responses:** 

Kathleen H. Wade under POA for the benefit of Jay 06/01/2007 **Margolis** \*\* Signature of Reporting Date Person

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.