longer subject to Section

Check this box if no

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB Number:<br>Expires:  | 3235-0287<br>December 31, |  |  |  |  |
|--------------------------|---------------------------|--|--|--|--|
| Expires:                 |                           |  |  |  |  |
|                          | December 31,<br>2014      |  |  |  |  |
| ction Estimated avera    | ige burden                |  |  |  |  |
| f the hours per response | 0.5                       |  |  |  |  |

16. Form 4 or Form 5obligations may continue.See Instruction 1(b).Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Sec17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of<br/>Investment Company Act of 1940

| 1. Name and Address of Reporting Person <sup>*</sup><br>URICH WILLIAM F<br>(Last) (First) (Middle)<br>C/O THE BOSTON BEER COMPANY,<br>INC., ONE DESIGN CENTER PLACE, SUITE<br>850 |  |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to<br>Issuer  |  |  |  |  |
|---|--|--|---|--|--|--|--|--|
|   |  |  | 3. Date of Earliest Transaction (Month/Day/Year)<br>04/26/2010              | (Check all applicable)<br>Director 10% Owner<br>X Officer (give Other (specify<br>title below) below)<br>Chief Financial Officer   |  |  |  |  |
| (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 of<br>Security<br>(Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year)                                       | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code<br>(Instr. 8) |   | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) |                  |           | 5. Amount of<br>Securities<br>Beneficially<br>Owned            | 6.<br>Ownership<br>Form:<br>Direct (D) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |  |  |
|                                      |  |   | Code                                | v | Amount  | (A)<br>or<br>(D) | Price     | Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and<br>4) | or Indirect<br>(I)<br>(Instr. 4)       | (Instr. 4)  |  |  |
| Class A<br>Common                    | 04/26/2010   |   | М                                   |   | 1,100   | Α                | \$ 15.835 | 2,030  | D                                      |   |  |  |
| Class A<br>Common                    | 04/26/2010   |   | S                                   |   | 1,100   | D                | \$ 58     | 930  | D                                      |   |  |  |

| 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 | of |     |       |                     | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) |                   | 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)  | \$ 15.835   | 04/26/2010                                 |   | м                                  |    |     | 1,100 | 09/08/2008          | 09/08/2013  | Class A<br>Common | 125,000  | \$ 15.835  | 103,200  | D  |  |

**Explanation of Responses:** 

William F. Urich

04/27/2010

\*\* Signature of Reporting Date Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  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.