FORM 4

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

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 KOCH C JA		Reporting Person [*]	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer				
DESIGN CE		(Middle) R COMPANY, ONE E, SUITE 850	3. Date of Earliest Transaction (Month/Day/Year) 11/15/2012	(Check all applicable) X Director X 10% Owner X Officer (give title below) Other (specify below) Chairman Chairman				
(Street) BOSTON (City)	MA (State)	02210 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One 				
		· · · /		Reporting 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 or Dispo (Instr. 3,	sed		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	11/15/2012		S		1,500	D	\$ 110.36 ⁽¹⁾⁽³⁾	123,748	D	
Class A Common	11/15/2012		S		7,400	D	\$ 111.22 ⁽²⁾⁽³⁾	116,348	D	
Class A Common	11/15/2012		S		100	D	\$ 111.8	116,248	D	
Class A Common								23,486	I	Custodian for children under UGTMA
Class A Common								3,656	I	By spouse as custodian for children under UGTMA
Class A Common								2,532	I	By spouse in trust for children
Class A Common								22,756	I	By spouse in trust under GRAT

OMB APPROVAL

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hours per response	0.5							

	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. 3. Transaction 3A. Deemed Conversion Date Chorection (Month/Day/Year) if any 4.		Transac Code	4. 5. Transaction Durn Code Sect (Instr. 8) Sect Acq (A) c Disp of (C (Inst		6. Date Exercisable i Expiration D (Month/Day/\ (Month/Day/\) or isposed		Date	7. Title and Amount of te Underlying		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)	Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 1,500 shares is from \$109.69 to \$110.64.

2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 7,400 shares is from \$110.70 to \$111.60.

3. The reporting person will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

Kathleen H. Wade underPOA for the benefit of C.James Koch** Signature of ReportingPersonDate

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.