
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 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):

October 15, 2015

The Boston Beer Company, Inc.

(Exact name of registrant as specified in its charter)

Massachusetts

001-14092

04-3284048

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

One Design Center Place, Suite 850, Boston,
Massachusetts

02210

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(617) 368-5000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- 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(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

On October 15, 2015, the Board of Directors of The Boston Beer Company, Inc. (NYSE: SAM) authorized an increase in the aggregate expenditure limit for the Company's stock repurchase program by \$50.0 million, thereby increasing the limit from \$475.0 million to \$525.0 million. A copy of the Company's press release announcing the increase in the aggregate expenditure limit for the stock repurchase program is attached as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

Exhibit 99.1 – Release of The Boston Beer Company, Inc. dated October 19, 2015.

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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.

October 19, 2015

By: */s/ William F. Urich*

*Name: William F. Urich
Title: Chief Financial Officer*

Exhibit Index

Exhibit No.	Description
99.1	Press Release

EXHIBIT 99.1

Investor Relations Contact: Media Contact:

Jennifer Larson
(617) 368-5152

Jessica Paar
(617) 368-5060

**BOSTON BEER INCREASES EXPENDITURE LIMIT
FOR STOCK REPURCHASE PROGRAM**

BOSTON, MA (10/19/15) – At its meeting held on October 15, 2015, the Board of Directors of The Boston Beer Company, Inc. (NYSE: SAM), voted to increase the aggregate expenditure limit for the Company’s Stock Repurchase Program by \$50.0 million, thereby increasing the limit from \$475.0 million to \$525.0 million.

As of October 15, 2015, the Company had approximately \$122.4 million remaining on the \$525.0 million stock repurchase expenditure limit set by the Board of Directors.

About The Boston Beer Company, Inc.

The Boston Beer Company, Inc. (NYSE: SAM) began in 1984 and today brews more than 60 styles of Samuel Adams beer. Our portfolio of brands also includes Angry Orchard Hard Cider and Twisted Tea, as well as several other craft beer brands brewed by Alchemy & Science, our craft beer incubator. For more information, please visit our investor relations website at www.bostonbeer.com, which includes links to all of our respective brand websites.