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

| | | | 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship of Reporting Person(s) to Issuer | | | | |
|------------------------------|--|----------------|---|--|--|--|--|--|
| DESIGN CE | (First) (Middle) DSTON BEER COMPANY, ONE NTER PLACE, SUITE 850 | | 3. Date of Earliest Transaction (Month/Day/Year) 11/23/2012 | (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) | Code | | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | | 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 | 11/23/2012 | | S | | 300 | D | \$ 113.64 ^{(1) (3)} | 84,448 | D | | |
| Class A Common | 11/23/2012 | | S | | 2,700 | D | \$ 114.89 ⁽²⁾⁽³⁾ | 81,748 | 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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| OMB Number: | 3235-0287 | | | | | |
|-----------------------|----------------------|--|--|--|--|--|
| Expires: | December 31, 2014 | | | | | |
| Estimated ave | rage burden | | | | | |
| 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. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | med 4. 5. Don Date, Code Derivativ | | rities ired osed | 6. 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 | | | | |

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 300 shares is from \$113.21 to \$113.99.

2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 2,700 shares is from \$114.46 to \$115.43.

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.