FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

1(b).

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

OMB APPROVAL									
OMB Number: 3235-0287									
Expires:	December 31, 2014								
Estimated average burden									
hours per response	0.5								

			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) C/O BOSTON BEER COMPANY, 75 ARLINGTON STREET		` /	3. Date of Earliest Transaction (Month/Day/Year) 03/09/2006	Director 10% Owner X Officer (give title below) Chief Operating Officer				
(City)	(State) (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				

Security Da	ate lonth/Day/Year)	2A. Deemed Execution Date,	3.		4 0					
		if any (Month/Day/Year)	Transac Code (Instr. 8)			spos	Acquired ed of (D) nd 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	03/09/2006		М		6,900	Α	\$ 17.545	6,900	D	
Class A Common	03/09/2006		М		2,000	A	\$ 18.81	8,900	D	
Class A Common	03/09/2006		М		5,400	Α	\$ 18.465	14,300	D	
Class A Common	03/09/2006		S		800	D	\$ 27.02	13,500	D	
Class A Common	03/09/2006		S		1,700	D	\$ 27.05	11,800	D	
Class A Common	03/09/2006		S		1,300	D	\$ 27.03	10,500	D	
Class A Common	03/09/2006		S		1,200	D	\$ 27.1	9,300	D	
Class A Common	03/09/2006		S		1,200	D	\$ 26.94	8,100	D	
Class A Common	03/09/2006		S		800	D	\$ 26.96	7,300	D	
Class A Common	03/09/2006		S		800	D	\$ 26.85	6,500	D	
Class A Common	03/09/2006		S		800	D	\$ 26.8	5,700	D	
Class A Common	03/09/2006		S		700	D	\$ 27.04	5,000	D	

Common	03/09/2006	S	600	D	\$ 26.9	4,400	D	
Class A Common	03/09/2006	S	600	D	\$ 26.87	3,800	D	
Class A Common	03/09/2006	S	500	D	\$ 26.88	3,300	D	
Class A Common	03/09/2006	S	500	D	\$ 27.06	2,800	D	
Class A Common	03/09/2006	S	400	D	\$ 26.98	2,400	D	
Class A Common	03/09/2006	S	300	D	\$ 26.89	2,100	D	
Class A Common	03/09/2006	S	300	D	\$ 27.07	1,800	D	
Class A Common	03/09/2006	S	200	D	\$ 26.82	1,600	D	
Class A Common	03/09/2006	S	200	D	\$ 26.99	1,400	D	
Class A Common	03/09/2006	S	200	D	\$ 26.97	1,200	D	
Class A Common	03/09/2006	S	200	D	\$ 26.91	1,000	D	
Class A Common	03/09/2006	S	200	D	\$ 26.83	800	D	
Class A Common	03/09/2006	S	200	D	\$ 26.95	600	D	
Class A Common	03/09/2006	S	100	D	\$ 26.92	500	D	
Class A Common	03/09/2006	S	100	D	\$ 26.84	400	D	
Class A Common	03/09/2006	S	100	D	\$ 26.86	300	D	

	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)		Deri Secu Acq (A) c Disp of (D (Inst	umber of erivative Date ecurities (Month/Day/Year) cquired s) or isposed		and Expiration Amount of Underlying		Amount 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				
Stock Option (Right to Buy)	\$ 17.545	03/09/2006		М			4,900	(1)	01/01/2012	Class A Common	15,000	\$ 17.545	3,000	D	
Stock Options (Right to Buy)	\$ 18.81	03/09/2006		М			2,000	01/01/2006	03/03/2008	Class A Common	2,000	\$ 18.81	0	D	
Stock Options (Right to Buy)	\$ 18.465	03/09/2006		м			5,400	(2)	03/03/2008	Class A Common	13,500	\$ 18.465	8,100	D	
Stock Options (Right to Buy)	\$ 17.545	03/09/2006		М			2,000	01/01/2003	03/05/2007	Class A Common	2,000	\$ 17.545	0	D	

Explanation of Responses:

- 1. Of these 15,000 option shares, the remaining 3,000 shares will vest on 1/1/07
- 2. Of these 13,500 option shares, 2,700 will vest on 1/1/07, 1/1/08 and 1/1/09

Helen F. Bornemann under POA for benefit of Jeffrey 03/13/2006 D. White

** 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.