FORM	4
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APP	ROVAL							
OMB Number:	3235-0287							
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hours per response	0.5							

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 Address of Reporting Person <sup>*</sup> Grinnell David L.			2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]     3. Date of Earliest Transaction	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
	(First) STON BEER ESIGN CENT		(Month/Day/Year) 01/01/2008	X Officer (give title below) Vice President of Brewing				
(Street) BOSTON (City)	X1 (State)	02159 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	<ul> <li>6. Individual or Joint/Group Filing</li> <li>(Check Applicable Line)</li> <li>X Form filed by One Reporting Person</li> <li>Form filed by More than One</li> <li>Reporting Person</li> </ul>				

	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1.Title of Security (Instr. 3)	, , ,	2A. Deemed Execution Date, if any (Month/Day/Year)	Transaction 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 (Instr. 4)		
			Code	V	Amount (A) or (D) Price		Following Reported Transaction(s) (Instr. 3 and 4)	ported (I) ansaction(s) (Instr. 4)				

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. 5. Transaction Code (Instr. 8) Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisabl Expiration (Month/Da	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				
Stock Option (Right to Buy)	\$ 37.65	01/01/2008		A		3,000		(1)	(1)	Class A Common	3,000	\$ 37.65	3,000	D	
Restricted Stock Award	\$ O	01/01/2008		A		1,593		(2)	(2)	Class A Common	1,593	\$0	1,593	D	

## **Explanation of Responses:**

1. Reporting Person's right to exercise this option is contingent upon the Company's 2008 performance against a benchmark, which performance will be determined by the Compensation Committee of the Company's Board of Directors on or before March 1, 2009. If the Company does not meet the benchmark, the Option shall lapse as to 50% or all of the shares, based on the Committee's determination. If the benchmark is met or exceeded, the Option shall become exercisable as to a maximum of 600 shares on 1/1/09 and 600 shares on each of 1/1/10, 1/1/11, 1/1/12 and 1/1/13, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

2. 318 shares will vest on each of 1/1/09 and 1/1/10 and 319 shares will vest on each of 1/1/11, 1/1/12 and 1/1/13, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

David L. Grinnell01/03/2008\*\* Signature of Reporting<br/>PersonDate

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.