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								
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			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) t Issuer (Check all applicable)			
(Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850		COMPANY,	3. Date of Earliest Transaction (Month/Day/Year) 03/13/2007	X Director 10% Owner Officer (give title below) (specify below) President and C.E.O.			
(Street) BOSTON MA 02210 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	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. 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	03/13/2007		М		2,140	Α	\$ 9.53	13,041	D				
Class A Common	03/13/2007		М		2,000	Α	\$ 14.47	15,041	D				
Class A Common	03/13/2007		М		860	Α	\$ 16.64	15,901	D				
Class A Common	03/13/2007		S		200	D	\$ 33.36	15,701	D				
Class A Common	03/13/2007		S		200	D	\$ 33.35	15,501	D				
Class A Common	03/13/2007		S		100	D	\$ 33.32	15,401	D				
Class A Common	03/13/2007		S		200	D	\$ 33.31	15,201	D				
Class A Common	03/13/2007		S		100	D	\$ 33.3	15,101	D				
Class A Common	03/13/2007		S		100	D	\$ 33.22	15,001	D				
Class A Common	03/13/2007		S		200	D	\$ 33.17	14,801	D				
Class A Common	03/13/2007		S		100	D	\$ 33.16	14,701	D				
Class A Common	03/13/2007		S		400	D	\$ 33.15	14,301	D				
Class A	03/13/2007		3		400		φ 33.15	14,301					

Common Common	03/13/2007	S	100	D	\$ 33.12	14,201	D	
Class A Common	03/13/2007	S	200	D	\$ 33.11	14,001	D	
Class A Common	03/13/2007	S	100	D	\$ 33.09	13,901	D	
Class A Common	03/13/2007	S	600	D	\$ 33.05	13,301	D	
Class A Common	03/13/2007	S	200	D	\$ 33.04	13,101	D	
Class A Common	03/13/2007	S	900	D	\$ 33.03	12,201	D	
Class A Common	03/13/2007	S	100	D	\$ 33.01	12,101	D	
Class A Common	03/13/2007	S	1,200	D	\$ 33	10,901	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 Seci Acq (A) o Disp of (D	Number of Derivative Securities (Month/Day/Year)			and Expiration Date (Month/Day/Year) Amount of Underlying Securities		Amount of 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)	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)	\$ 9.53	03/13/2007		м			2,140	01/01/2003	10/20/2007	Class A Common	250,000	\$ 9.53	0	D			
Stock Option (Right to Buy)	\$ 14.47	03/13/2007		м			2,000	01/01/2004	03/03/2008	Class A Common	2,000	\$ 14.47	0	D			
Stock Option (Right to Buy)	\$ 16.64	03/13/2007		м			860	01/01/2005	03/03/2008	Class A Common	2,000	\$ 16.64	1,140	D			

Explanation of Responses:

Kathleen H. Wade under POA for the benefit of Martin F. Roper

03/14/2007

** Signature of Reporting Person

Date

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.