

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL | |
|--|-----------|
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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).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| | | |
|---|---|---|
| 1. Name and Address of Reporting Person* <u>KOCH C JAMES</u> <hr/> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 <hr/> (Street) BOSTON MA 02210 <hr/> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [SAM]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">Chairman</p> |
| | 3. Date of Earliest Transaction (Month/Day/Year) 09/03/2020 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|--------------------------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 296 | D | \$807.48 ⁽²⁾ | 155,125 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 300 | D | \$809.53 ⁽⁴⁾ | 154,825 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 100 | D | \$812.56 | 154,725 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 600 | D | \$815.16 ⁽⁵⁾ | 154,125 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 1,300 | D | \$816.49 ⁽⁶⁾ | 152,825 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 589 | D | \$818.03 ⁽⁷⁾ | 152,236 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 1,515 | D | \$819.63 ⁽⁸⁾ | 150,721 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 1,500 | D | \$820.43 ⁽⁹⁾ | 149,221 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 280 | D | \$822.1 ⁽¹⁰⁾ | 148,941 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 200 | D | \$824.04 ⁽¹¹⁾ | 148,741 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 10 | D | \$825.49 | 148,731 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 269 | D | \$828.22 ⁽¹²⁾ | 148,462 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 1,553 | D | \$830 ⁽¹³⁾ | 146,909 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 456 | D | \$831.21 ⁽¹⁴⁾ | 146,453 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 122 | D | \$832.85 ⁽¹⁵⁾ | 146,331 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 202 | D | \$834.11 ⁽¹⁶⁾ | 146,129 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 8 | D | \$835.1 | 146,121 ⁽³⁾ | D | |
| Class A Common | 09/03/2020 | | s ⁽¹⁾ | | 48 | D | \$842.24 | 146,073 ⁽³⁾ | D | |
| Class A Common | | | | | | | | 71,592 | I | By Foundation managed by Reporting Person |
| Class A Common | | | | | | | | 44,248 | I | By Descendant's Trust managed by spouse |
| Class A Common | | | | | | | | 23,486 | I | Custodian for children under UGTMA |
| Class A Common | | | | | | | | 5,000 | I | By Trust as Trustee |

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. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| 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 |

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. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | |

Explanation of Responses:

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on July 29, 2020.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 296 shares is from \$807.33 to \$807.78. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The shares reported include 343 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$809.34 to \$809.91. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is from \$815.00 to \$815.93. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,300 shares is from \$816.11 to \$816.63. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 589 shares is from \$817.66 to \$818.58. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,515 shares is from \$819.00 to \$819.93. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,500 shares is from \$820.19 to \$820.91. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 280 shares is from \$821.96 to \$822.41. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$823.58 to \$824.51. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 269 shares is from \$828.11 to \$828.29. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,553 shares is from \$829.64 to \$830.63. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 456 shares is from \$830.97 to \$831.44. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 122 shares is from \$832.19 to \$833.00. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 202 shares is from \$834.06 to \$834.23. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

Remarks:

Michael G. Andrews under
POA for the benefit of Koch 09/04/2020
C. James

** 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.