

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 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>ROPER MARTIN F</u> (Last) (First) (Middle) <u>C/O THE BOSTON BEER COMPANY, INC.</u> <u>75 ARLINGTON STREET</u> (Street) <u>BOSTON MA 02166</u> (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 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President and C.E.O.</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>04/29/2004</u>	
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	04/29/2004		S		4,000	D	\$18.9995	0	D	
Class A Common	04/29/2004		M		11,100	A	\$8.625	11,100	D	
Class A Common	04/29/2004		M		21,009	A	\$7.1563	32,109	D	
Class A Common	04/29/2004		M		8,000	A	\$8.8437	40,109	D	
Class A Common	04/29/2004		S		21,109	D	\$18.9995	19,000	D	
Class A Common	04/29/2004		S		19,000	D	\$19.01	0	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. 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		Date Exercisable	Expiration Date						Amount or Number of Shares
Stock Option (Right to Buy)	\$8.625	04/29/2004		M		11,100	(1)	06/11/2010	Class A Common	70,000	\$8.625	58,900	D	
Stock Option (Right to Buy)	\$8.8437	04/29/2004		M		8,000		01/01/2002 03/05/2006	Class A Common	8,000	\$8.8437	0	D	
Stock Option (Right to Buy)	\$7.1563	04/29/2004		M		21,009	(2)	12/31/2009	Class A Common	70,000	\$7.1563	14,000	D	

Explanation of Responses:

- Of these 70,000 option shares, 42,000 are currently vested, the remaining 28,000 shares will vest on 6/12/04 and 6/12/05.
- Of these 70,000 option shares, the remaining 14,000 will vest on 1/1/05.

Remarks:

Kathleen H. Wade signed
under Power of Attorney on 04/30/2004
behalf of Martin F. Roper

** 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.