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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

OMB APPROVAL

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

	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer				
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/18/2008	(Check all applicable) Director 10% Owner X Officer (give title below) below) V.P. of Brand Development				
	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 				

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned													
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, if any	3. Transaction Code (Instr. 8)		4. Secur Acquired Dispose (Instr. 3,	l (A) d of	or (D)	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	03/18/2008		М		4,000	Α	\$ 14.47	4,000	D				
Class A Common	03/18/2008		М		4,000	Α	\$ 16.64	8,000	D				
Class A Common	03/18/2008		М		4,000	Α	\$ 4,000	12,000	D				
Class A Common	03/18/2008		М		8,000	D	\$ 20.98	20,000	D				
Class A Common	03/18/2008		S		100	D	\$ 46.79	19,900	D				
Class A Common	03/18/2008		S		200	D	\$ 46.75	19,700	D				
Class A Common	03/18/2008		S		200	D	\$ 46.71	19,500	D				
Class A Common	03/18/2008		S		200	D	\$ 46.66	19,300	D				
Class A Common	03/18/2008		S		200	D	\$ 46.65	19,100	D				
Class A Common	03/18/2008		S		300	D	\$ 46.63	18,800	D				
Class A Common	03/18/2008		S		100	D	\$ 46.61	18,700	D				
Class A Common	03/18/2008		S		300	D	\$ 46.55	18,400	D				

Common	03/18/2008	S	300	D	\$ 46.55	18,100	D	
Class A Common	03/18/2008	S	200	D	\$ 46.53	17,900	D	
Class A Common	03/18/2008	S	100	D	\$ 46.52	17,800	D	
Class A Common	03/18/2008	S	300	D	\$ 46.51	17,500	D	
Class A Common	03/18/2008	S	500	D	\$ 46.5	17,000	D	
Class A Common	03/18/2008	S	800	D	\$ 46.49	16,200	D	
Class A Common	03/18/2008	S	200	D	\$ 46.48	16,000	D	
Class A Common	03/18/2008	S	1,000	D	\$ 46.47	15,000	D	
Class A Common	03/18/2008	S	600	D	\$ 46.46	14,400	D	
Class A Common	03/18/2008	S	200	D	\$ 46.45	14,200	D	
Class A Common	03/18/2008	S	200	D	\$ 46.44	14,000	D	
Class A Common	03/18/2008	S	300	D	\$ 46.42	13,700	D	
Class A Common	03/18/2008	S	900	D	\$ 46.41	12,800	D	
Class A Common	03/18/2008	 S	200	D	\$ 46.39	12,600	D	
Class A Common	03/18/2008	S	100	D	\$ 46.38	12,500	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)		5. Number of Derivative		6. Date		7. Title and 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				

Explanation of Responses:

Remarks:

1 of 2

<u>Robert H. Hall</u>

03/19/2008

** 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.