

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(AMENDMENT NO.1) *

BOSTON BEER INC

(NAME OF ISSUER)

CL A

(TITLE OF CLASS OF SECURITIES)

100557107

(CUSIP NUMBER)

December 31, 1999

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which
this Schedule is filed:

- X Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting
person`s initial filing on this form with respect to the subject class
of securities, and for any subsequent amendment containing information
which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not
be deemed to be 'filed' for the purpose of Section 18 of the Securities
Exchange Act of 1934 ('Act') or otherwise subject to the liabilities
of that section of the Act but shall be subject to all other provisions
of the Act (however, see the Notes).

(CONTINUED ON FOLLOWING PAGE(S))

CUSIP NO. 100557107

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- 1. NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Assurances I.A.R.D. Mutuelle

- 2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

- 3. SEC USE ONLY

- 4. CITIZENSHIP OR PLACE OF ORGANIZATION
France

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Conseil Vie Assurance Mutuelle

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) [] (B) [X]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION France

NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1999 BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER 815,200 6. SHARED VOTING POWER 0 7. SOLE DISPOSITIVE POWER 815,200 8. SHARED DISPOSITIVE POWER 0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 815,200 (Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES * | |

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.0%

12. TYPE OF REPORTING PERSON * IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1. NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Courtage Assurance Mutuelle

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) [] (B) [X]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION France

NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1999 BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER 815,200 6. SHARED VOTING POWER 0 7. SOLE DISPOSITIVE POWER 815,200 8. SHARED DISPOSITIVE POWER 0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 815,200 (Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN

SHARES *

| |

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.0%

12. TYPE OF REPORTING PERSON *
IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1. NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION
France

NUMBER OF SHARES	5. SOLE VOTING POWER	815,200
BENEFICIALLY		
OWNED AS OF	6. SHARED VOTING POWER	0
December 31, 1999		
BY EACH	7. SOLE DISPOSITIVE POWER	815,200
REPORTING		
PERSON WITH:	8. SHARED DISPOSITIVE POWER	0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH
REPORTING PERSON 815,200
(Not to be construed as an admission of beneficial ownership)

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
SHARES * | |

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.0%

12. TYPE OF REPORTING PERSON *
IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 100557107

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1. NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

AXA Financial, Inc. 13-3623351
(formerly known as The Equitable Companies Incorporated)

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
(B) [X]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION
State of Delaware

NUMBER OF SHARES	5. SOLE VOTING POWER	718,500
BENEFICIALLY OWNED AS OF	6. SHARED VOTING POWER	0
December 31, 1999	7. SOLE DISPOSITIVE POWER	718,500
BY EACH REPORTING PERSON WITH:	8. SHARED DISPOSITIVE POWER	0
9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON		718,500
(Not to be construed as an admission of beneficial ownership)		
10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES *		
11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9		4.4%
12. TYPE OF REPORTING PERSON *		
HC		

* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer: Page 8 of 13 Pages
 BOSTON BEER INC

Item 1(b) Address of Issuer's Principal Executive Offices:

 75 Arlington St.
 Boston, MA 02116

Item 2(a) and (b)
 Name of Person Filing and Address of Principal Business Office:

AXA Conseil Vie Assurance Mutuelle,
 100-101 Terrasse Boieldieu
 92042 Paris La Defense France

AXA Assurances I.A.R.D Mutuelle, and
 AXA Assurances Vie Mutuelle,
 21, rue de Chateaudun
 75009 Paris France

AXA Courtage Assurance Mutuelle,
 26, rue Louis le Grand
 75002 Paris France

as a group (collectively, the 'Mutuelles AXA').

AXA
 9 Place Vendome
 75001 Paris France

AXA Financial, Inc.
 (formerly known as The Equitable Companies Incorporated)
 1290 Avenue of the Americas
 New York, New York 10104

(Please contact Patrick Meehan at (212) 314-5644 with any questions.)

Item 2(c) Citizenship:
 Mutuelles AXA and AXA - France
 AXA Financial, Inc. - Delaware

Item 2(d) Title of Class of Securities:
 CL A

Item 2(e) CUSIP Number:
 100557107

Item 3. Type of Reporting Person:
 AXA Financial, Inc. as a parent holding company,
 in accordance with 240.13d-1(b) (ii) (G)

The Mutuelles AXA, as a group, acting as a parent holding company.

AXA as a parent holding company.

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Item 4. Ownership as of December 31, 1999:
 (a) Amount Beneficially Owned:
 815,200 shares of common stock beneficially owned including:

	No. of Shares

The Mutuelles AXA, as a group	0
AXA	0
AXA Entity or Entities:	
AXA Sun Life & Provincial Holdings plc (UK)	96,700
Common Stock acquired solely for investment purposes.	
AXA Financial, Inc.	0

Subsidiaries:

Wood, Struthers & Winthrop Management Corporation
 acquired solely for investment purposes on
 behalf of client discretionary investment
 advisory accounts:

Common Stock	718,500	718,500
	-----	-----
Total		815,200
		=====

Each of the Mutuelles AXA, as a group, and AXA expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner any securities covered by this Schedule 13G.

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent decisions.

(b) Percent of Class: 5.0%
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ITEM 4. Ownership as of 12/31/1999 (CONT.) Page 11 of 13 Pages

(c) Deemed Voting Power and Disposition Power:

(i)	(ii)	(iii)	(iv)
Deemed	Deemed	Deemed	Deemed
to have	to have	to have	to have
Sole Power	Shared Power	Sole Power	Shared Power
to Vote	to Vote	to Dispose	to Dispose
or to	or to	or to	or to

	Direct the Vote -----	Direct the Vote -----	Direct the Disposition -----	Direct the Disposition -----
The Mutuelles AXA, as a group	0	0	0	0
AXA	0	0	0	0
AXA Entity or Entities:				
AXA Sun Life & Provincial Holdings plc (UK)	96,700	0	96,700	0
AXA Financial, Inc	0	0	0	0
Subsidiaries:				
Wood, Struthers & Winthrop Management Corporation	718,500	0	718,500	0
	-----	-----	-----	-----
TOTAL	815,200	0	815,200	0
	=====	=====	=====	=====

Each of the above subsidiaries of AXA Financial, Inc. operates under independent management and makes independent voting and investment decisions.

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Item 5.

Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following.

(X)

Item 6.

Ownership of More than Five Percent on behalf of Another Person. N/A

Item 7.

Identification and Classification of the Subsidiary which Acquired the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by AXA Financial, Inc.; AXA, which beneficially owns a majority interest in AXA Financial, Inc.; and the Mutuelles AXA, which as a group control AXA:

- (X) in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA entity or entities;
- (X) in AXA's capacity as a parent holding company with respect to the holdings of the following AXA entity or entities:
 AXA Sun Life & Provincial Holdings plc (UK)
- (X) in AXA Financial, Inc.'s capacity as a parent holding company with respect to the holdings of its following subsidiaries:
- (X) Wood, Struthers & Winthrop Management Corporation (13-2774791), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

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Item 8. Identification and Classification of Members of the Group. N/A

Item 9. Notice of Dissolution of Group: N/A

Item 10. Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 10, 2000

AXA FINANCIAL, INC.*

/s/ Alvin H. Fenichel
Senior Vice President
and Controller

*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among AXA Financial, Inc., AXA Conseil Vie Assurance Mutuelle, AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, AXA Courtage Assurance Mutuelle, and AXA, this statement Schedule 13G is filed on behalf of each of them.

JOINT FILING AGREEMENT

Each of the undersigned hereby agrees that the Schedule 13G filed herewith is filed jointly, pursuant to Rule 13d-1(f)(1) of the Securities Exchange Act of 1934, as amended on behalf of each of them.

Dated: February 10, 2000

AXA Financial, Inc.

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

AXA Assurances I.A.R.D. Mutuelle; AXA Assurances Vie Mutuelle; AXA Conseil Vie Assurance Mutuelle; AXA Courtage Assurance Mutuelle, as a group, and AXA

Signed on behalf of each of the above entities

BY: /s/ Alvin H. Fenichel
Alvin H. Fenichel
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)