FORM 4

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 APPROVAL 3235-0287 Estimated average burden hours per response: 0.5

Instruction 1(	b).	Fil	led pursuant to Section 16(a) of the Securities Exchange Act of 193	34	liouis	per res	Jolise. 0.5		
			or Section 30(h) of the Investment Company Act of 1940						
		Person*	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [ SAM ]		ationship of Reportii k all applicable)	ng Pers	g Person(s) to Issuer		
KUCH C J	ddress of Reporting Person*  JAMES  (First) (Middle)  DSTON BEER COMPANY EN CENTER PLACE, SUITE 850  MA 02210		DOUBLE CO III ( CIMI )	X	Director	X	10% Owner		
	(First) (Middle)		_	$\perp$ x	Officer (give title		Other (specify		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	1	below)		below)		
C/O THE BOSTON BEER COMPANY		COMPANY	12/03/2020	1	Cha	Chairman			
ONE DESIGN	N CENTER PL	ACE, SUITE 850							
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indi	vidual or Joint/Grou	p Filing	(Check Applicable		
BOSTON	MA	02210		X	Form filed by On	e Repo	rting Person		
,		02210	_		Form filed by Mo Person	re than	One Reporting		
(City)	(State)	(Zip)							

7	Table I - Non-Deriva	ive Securities	Acqui	red	, Dispos	ed of,	or Benefici	ally 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. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)			
Class A Common	12/03/2020		S <sup>(1)</sup>		168	D	\$921.1 <sup>(2)</sup>	185,253 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		331	D	\$922.5 <sup>(4)</sup>	184,922(3)	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		1	D	\$923	184,921 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		128	D	\$925.02 <sup>(5)</sup>	184,793 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		450	D	\$926.28 <sup>(6)</sup>	184,343 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		547	D	\$927.27 <sup>(7)</sup>	183,796 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		275	D	\$928.4(8)	183,521 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		807	D	\$929.75 <sup>(9)</sup>	182,714 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		1,183	D	\$930.63(10)	181,531 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		353	D	\$931.84(11)	181,178 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		583	D	\$932.74(12)	180,595(3)	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		400	D	\$933.68(13)	180,195 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		1,653	D	\$934.76(14)	178,542 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		1,056	D	\$935.87(15)	177,486 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		437	D	\$936.84(16)	177,049 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		215	D	\$937.96(17)	176,834 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		678	D	\$938.92(18)	176,156 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		426	D	\$940.04(19)	175,730 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		9	D	\$940.53(20)	175,721 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		141	D	\$942.19(21)	175,580 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		59	D	\$943.42	175,521 <sup>(3)</sup>	D		
Class A Common	12/03/2020		S <sup>(1)</sup>		100	D	\$944.77	175,421 <sup>(3)</sup>	D		
Class A Common								40,627	I	By Foundation managed b Reporting Person	
Class A Common								33,248	I	By Descendan Trust	

1. Title of	Security (Ins	tr. 3)	2. Transaction Date (Month/Day/Year)	Exec if any	Deemed ution Da / th/Day/Y		3. Trans Code 8)	action (Instr.		curities Ac osed Of (D				5. Amount Securities Beneficiall Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		'. Natu ndired Benefi Dwner Instr.	t cial ship										
							Code	v	Amou	ınt (A	) or )	Pric	e	Reported Transactio (Instr. 3 an															
Class A (	Common													23,48	38	I		Custodian for children under UGTMA											
Class A (	Common													5,00	0	1 1 1		I By Tru											
Class A (	Common													3,65	66		c c	By spouse a custodian fo children under UGTMA											
Class A (	Common													2,53	2	! I		By spouse trust for children											
		Tab	ole II - Derivati (e.g., pu												d	•													
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. Transa Code ( 8)	action Instr.	5. Nu of Deriv Secur Acqu (A) or Dispo of (D) (Instr	mber 6. Date Exe Expiration I (Month/Day sed 3, 4		tion Date		ition Date				ation Date		tion Date		tion Date		, S U	7. Title Amou Secur Under Deriva Secur 3 and	int of ities rlying ative ity (Instr.	8. Price of Derivative Security (Instr. 5)	deriva Secur Benef Owned Follow Repor	ities icially d ving ted action(s)	10. Owners Form: Direct (i or Indirect) (i) (Insti	Ship (D) ect	11. Nature of Indirec Beneficial Ownershi (Instr. 4)
				Code	v	(A)	(D)	Date Exercis	sable	Expiration Date		Title	Amount or Number of Shares																

## **Explanation of Responses:**

- 1. The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on October 29, 2020.
- 2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 168 shares is from \$920.90 to \$921.35. 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.
- 3. The shares reported include 343 shares of restricted stock subject to vesting conditions.
- 4. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 331 shares is from \$921.97 to \$922.94. 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.
- 5. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 128 shares is from \$924.83 to \$925.04. 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.
- 6. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 450 shares is from \$925.90 to \$926.45. 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.
- 7. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 547 shares is from \$927.00 to \$927.82. 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.
- 8. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 275 shares is from \$928.04 to \$929.02. 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.
- 9. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 807 shares is from \$929.09 to \$930.04. 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.
- 10. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,183 shares is from \$930.17 to \$930.98. 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.
- 11. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 353 shares is from \$931.26 to \$932.25. 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.

  12. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 583 shares is from \$932.28 to \$933.19. 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.

  13. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 400 shares is from \$933.28 to \$934.26. 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.

  14. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,653 shares is from \$934.29 to \$935.27. 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.
- 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.

  15. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,056 shares is from \$935.35 to \$936.33. 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.

  16. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 437 shares is from \$936.36 to \$937.28. 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.
- 17. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 215 shares is from \$937.36 to \$938.26. 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.
- 18. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 678 shares is from \$938.42 to \$939.31. 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.
- 19. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 426 shares is from \$939.44 to \$940.30. 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.
- 20. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 9 shares is from \$940.47 to \$941.05. 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.
- 21. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 141 shares is from \$941.97 to \$942.74. 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
C. James

12/04/2020

\*\* 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.