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: December 31, 2014 Estimated average burden hours per 0.5 response 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

1. Name and Address of Reporting Person [*] ROPER MARTIN F			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) Issuer				
	(First) STON BEER (ESIGN CENTE		3. Date of Earliest Transaction (Month/Day/Year) 03/12/2007	(Check all applicable) X Director 10% Owned X Officer (give title below) Other (specify below) President and C.E.O. 0				
(Street) BOSTON MA 02210 (City) (State) (Zip)			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)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Instr. 8)		4. Secur Acquired Dispose (Instr. 3,	d (A) d of (or (D)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	v	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)				
Class A Common	03/12/2007		М		1,100	Α	\$ 29.3	12,001	D				
Class A Common	03/09/2007		М		3,900	Α	\$ 9.53	15,901	D				
Class A Common	03/12/2007		S		200	D	\$ 33.46	15,701	D				
Class A Common	03/12/2007		S		100	D	\$ 33.45	15,601	D				
Class A Common	03/12/2007		S		400	D	\$ 33.38	15,201	D				
Class A Common	03/12/2007		S		500	D	\$ 33.35	14,701	D				
Class A Common	03/12/2007		S		600	D	\$ 33.34	14,101	D				
Class A Common	03/12/2007		S		200	D	\$ 33.33	13,901	D				
Class A Common	03/12/2007		S		200	D	\$ 33.3	13,701	D				
Class A Common	03/12/2007		S		300	D	\$ 33.29	13,401	D				
Class A Common	03/12/2007		S		100	D	\$ 33.28	13,301	D				
Class A Common	03/12/2007		S		200	D	\$ 33.27	13,101	D				

Common	03/12/2007	S	300	D	\$ 33.26	12,801	D	
Class A Common	03/12/2007	S	100	D	\$ 33.25	12,701	D	
Class A Common	03/12/2007	S	500	D	\$ 33.24	12,201	D	
Class A Common	03/12/2007	S	100	D	\$ 33.22	12,101	D	
Class A Common	03/12/2007	S	300	D	\$ 33.2	11,801	D	
Class A Common	03/12/2007	S	100	D	\$ 33.17	11,701	D	
Class A Common	03/12/2007	S	100	D	\$ 33.16	11,601	D	
Class A Common	03/12/2007	S	100	D	\$ 33.15	11,501	D	
Class A Common	03/12/2007	S	100	D	\$ 33.14	11,401	D	
Class A Common	03/12/2007	S	400	D	\$ 33.13	11,001	D	
Class A Common	03/12/2007	S	100	D	\$ 33.06	10,901	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)		Deri Seci Acq (A) c Disp of (D	Number of Derivative Securities (Month/Day/Year)			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				
Stock Option (Right to Buy)	\$ 29.3	03/12/2007		м			100	01/01/2005	04/20/2007	Class A Common	2,500	\$ 29.3	1,000	D	
Stock Option (Right to Buy)	\$ 29.3	03/12/2007		м			1,000	01/01/2006	04/20/2007	Class A Common	2,500	\$ 29.3	0	D	
Stock Option (Right to Buy)	\$ 9.53	03/12/2007		м			3,900	01/01/2003	10/20/2007	Class A Common	250,000	\$ 9.53	2,140	D	

Explanation of Responses:

Martin F. Roper02/06/2007** Signature of Reporting
PersonDate

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.