## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

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

ROPER MARTIN F  (Last) (First) (Middle)			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) states all applicable)			
			3. Date of Earliest Transaction (Month/Day/Year) 02/05/2007	X	10% Owner Other (specify below) C.E.O.		
(Street) BOSTON MA 02210 (City) (State) (Zip)			4. If Amendment, Date of Original Filed (Month/Day/Year)	(Che	oup Filing porting Person an One		

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. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			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	02/05/2007		М		5,000	Α	\$ 9.53	15,900	D				
Class A Common	02/05/2007		S		100	D	\$ 34.63	15,800	D				
Class A Common	02/05/2007		S		300	D	\$ 34.62	15,500	D				
Class A Common	02/05/2007		S		100	D	\$ 34.59	15,400	D				
Class A Common	02/05/2007		S		100	D	\$ 34.56	15,300	D				
Class A Common	02/05/2007		S		100	D	\$ 34.5	15,200	D				
Class A Common	02/05/2007		S		100	D	\$ 34.49	15,100	D				
Class A Common	02/05/2007		S		200	D	\$ 34.45	14,900	D				
Class A Common	02/05/2007		S		500	D	\$ 34.44	14,400	D				
Class A Common	02/05/2007		S		200	D	\$ 34.41	12,200	D				
Class A Common	02/05/2007		S		100	D	\$ 34.4	14,100	D				
Class A Common	02/05/2007		S		200	D	\$ 34.39	13,900	D				
	02/05/2007		S		200	D	\$ 34.39	13,900	D				

Common	02/05/2007	S	500	D	\$ 34.38	13,400	D	
Class A Common	02/05/2007	S	100	D	\$ 34.37	13,300	D	
Class A Common	02/05/2007	S	400	D	\$ 34.36	12,900	D	
Class A Common	02/05/2007	S	100	D	\$ 34.35	12,800	D	
Class A Common	02/05/2007	S	400	D	\$ 34.34	12,400	D	
Class A Common	02/05/2007	S	100	D	\$ 34.33	12,300	D	
Class A Common	02/05/2007	S	100	D	\$ 34.32	12,200	D	
Class A Common	02/05/2007	S	300	D	\$ 34.31	11,900	D	
Class A Common	02/05/2007	S	200	D	\$ 34.3	11,700	D	
Class A Common	02/05/2007	S	200	D	\$ 34.29	11,500	D	
Class A Common	02/05/2007	S	100	D	\$ 34.28	11,400	D	
Class A Common	02/05/2007	S	300	D	\$ 34.26	11,100	D	
Class A Common	02/05/2007	S	100	D	\$ 34.24	11,000	D	
Class A Common	02/05/2007	S	100	D	\$ 34.23	10,900	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)	Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Securities Acquired (A) or Disposed of (D) (Instr. 3,		Transaction Code (Instr. 8) Securities Acquired (A) or Disposed of (D)		Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,			and Expiration Date (Month/Day/Year)  Amount of Underlying Securities		Amount of Underlying		8. Price of Derivative Security (Instr. 5)	ivative Derivative urity Securities	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)	\$ 9.53	02/05/2007		м			5,000	01/01/2003	10/20/2007	Class A Common	250,000	\$ 9.53	21,040	D			

**Explanation of Responses:** 

Martin F. Roper

02/05/2007

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4(b)(v).

<sup>\*\*</sup> 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.