See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20549

N	OMB APPROVAL									
	OMB Number:	3235-0287								
	Expires:	December 31, 2014								
Section	Estimated average burden									
i) of the	hours per response	0.5								

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h Investment Company Act of 1940

2. Issuer Name and Ticker or Trading Symbol 1. Name and Address of Reporting Person^{*} 5. Relationship of Reporting Person(s) to BOSTON BEER CO INC [SAM] Issuer URICH WILLIAM F (Check all applicable) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner 12/09/2011 (Last) (First) (Middle) Other (specify Officer (give Х C/O THE BOSTON BEER COMPANY, title below) below) INC., ONE DESIGN CENTER PLACE, SUITE **Chief Financial Officer** 850 6. Individual or Joint/Group Filing (Check 4. If Amendment, Date of Original Filed (Month/Day/Year) Applicable Line) (Street) X Form filed by One Reporting Person BOSTON MA 02210 Form filed by More than One Reporting Person (City) (State) (Zip)

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 or Dispo (Instr. 3	sed	· · /	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	12/09/2011		М		2,000	Α	\$ 15.835	3,554	D			
Class A Common	12/09/2011		S		700	D	\$ 100.58 ^{(1) (4)}	2,854	D			
Class A Common	12/09/2011		S		1,000	D	\$ 101.45 ^{(2) (4)}	1,854	D			
Class A Common	12/09/2011		S		300	D	\$ 102.14 ^{(3) (4)}	1,554	D			

Check this box if no longer subject to Section 16. Form 4 or Form 5

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 Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		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)	\$ 15.835	12/09/2011		м			2,000	09/08/2008	09/08/2013	Class A Common	125,000	\$ 15.835	63,543	D	

Explanation of Responses:

1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 700 shares is from \$100.00 to \$100.81.

2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,000 shares is from \$101.02 to \$101.96.

3. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,000 shares is from \$102.07 to \$102.26.

4. The filer will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

William F. Urich12/09/2011** 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.