

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>KOCH C JAMES</u>  (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850  (Street) BOSTON MA 02210  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [ SAM ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">Chairman</p>
	3. Date of Earliest Transaction (Month/Day/Year) 07/08/2021	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$937.04	62,258 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$938.29	62,158 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$949.39	62,058 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		300	D	\$954.9 <sup>(3)</sup>	61,758 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		178	D	\$956.15 <sup>(4)</sup>	61,580 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$957.3	61,480 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		300	D	\$958.46 <sup>(5)</sup>	61,180 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		200	D	\$960.18 <sup>(6)</sup>	60,980 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		200	D	\$961.51 <sup>(7)</sup>	60,780 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		109	D	\$962.72	60,671 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		113	D	\$964.71 <sup>(8)</sup>	60,558 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$965.45	60,458 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		200	D	\$967.62 <sup>(9)</sup>	60,258 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$968.78	60,158 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$969.91	60,058 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$976.29	59,958 <sup>(2)</sup>	D	
Class A Common	07/08/2021		S <sup>(1)</sup>		100	D	\$983.92	59,858 <sup>(2)</sup>	D	
Class A Common	07/08/2021		J <sup>(10)</sup>		3,656	D	\$0.00	0.00	I	By spouse as custodian for children under UGTMA
Class A Common	07/08/2021		J <sup>(10)</sup>		3,656	A	\$0.00	3,656	I	By adult children. Reporting Person disclaims beneficial ownership.
Class A Common								33,248	I	By LLC managed by spouse

**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. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	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			
Class A Common								23,486	I	Custodian for children under UGTMA
Class A Common								77,627	I	By Foundation managed by Reporting Person
Class A Common								5,000	I	By Trust as Trustee
Class A Common								2,532	I	By spouse in trust for children

**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. Transaction 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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

**Explanation of Responses:**

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 7, 2021.
- The shares reported include 212 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$954.54 to \$955.40. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 178 shares is from \$955.97 to \$956.49. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$958.39 to \$958.55. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$959.86 to \$960.49. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$961.16 to \$961.86. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 113 shares is from \$964.21 to \$964.77. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$967.51 to \$967.73. 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.
- Shares formerly held by the Reporting Person's Spouse as custodian of two UTMA trusts for the benefit of their children. On the transaction date, the shares were transferred to the individual holdings of the children.

**Remarks:**

[Michael G. Andrews](#) under  
[POA for the benefit of Koch](#) [07/09/2021](#)  
[C. James](#)

\*\* 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.**