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

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

	2. Issuer Name <b>and</b> Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer					
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/08/2006	(Check all applicable) Director 10% Owner X Officer (give title below) Chief Operating Officer					
	4. If Amendment, Date of Original Filed (Month/Day/Year)	<ul> <li>6. Individual or Joint/Group Filing</li> <li>(Check Applicable Line)</li> <li>X Form filed by One Reporting Person</li> <li>Form filed by More than One</li> <li>Reporting Person</li> </ul>					

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)	Code			spos	Acquired ed of (D) nd 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	03/08/2006		М		7,100	Α	\$ 17.545	7,100	D				
Class A Common	03/08/2006		М		2,000	Α	\$ 16.64	9,100	D				
Class A Common	03/08/2006		S		11,000	Α	\$ 14.47	20,100	D				
Class A Common	03/08/2006		М		1,900	Α	\$ 8.8437	22,000	D				
Class A Common	03/08/2006		S		300	D	\$ 26.92	21,700	D				
Class A Common	03/08/2006		S		500	D	\$ 26.89	20,900	D				
Class A Common	03/08/2006		S		3,300	D	\$ 26.9	17,600	D				
Class A Common	03/08/2006		S		600	D	\$ 26.93	17,000	D				
Class A Common	03/08/2006		S		200	D	\$ 27.12	16,800	D				
Class A Common	03/08/2006		S		1,200	D	\$ 26.86	15,900	D				
Class A Common	03/08/2006		S		1,800	D	\$ 26.85	14,100	D				
Class A Common	03/08/2006		S		6,200	D	\$ 26.8	7,900	D				

Common	03/08/2006	S	400	D	\$ 26.96	7,500	D	
Class A Common	03/08/2006	S	500	D	\$ 26.88	7,000	D	
Class A Common	03/08/2006	S	300	D	\$ 27.02	6,700	D	
Class A Common	03/08/2006	S	500	D	\$ 26.91	6,200	D	
Class A Common	03/08/2006	S	1,500	D	\$ 26.98	4,700	D	
Class A Common	03/08/2006	S	800	D	\$ 26.87	3,900	D	
Class A Common	03/08/2006	S	400	D	\$ 27	3,500	D	
Class A Common	03/08/2006	Р	100	D	\$ 27.08	3,400	D	
Class A Common	03/08/2006	S	600	D	\$ 26.99	2,800	D	
Class A Common	03/08/2006	S	800	D	\$ 26.97	2,000	D	
Class A Common	03/08/2006	S	100	D	\$ 27.01	1,900	D	
Class A Common	03/08/2006	S	1,300	D	\$ 26.94	600	D	
Class A Common	03/08/2006	S	600	D	\$ 26.95	0	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		n Number of Derivative		6. Date Ex and Expir Date (Month/Da	ation	n 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)	\$ 8.8437	03/08/2006		м			1,900	01/01/2006	01/01/2011	Class A Common	20,000	\$ 8.8437	0	D	
Stock Option (Right to Buy)	\$ 17.545	03/08/2006		м			7,100	(1)	01/01/2012	Class A Common	15,000	\$ 17.545	7,900	D	
Stock Options (Right to Buy)	\$ 16.64	03/08/2006		м			2,000	01/01/2005	03/03/2008	Class A Common	2,000	\$ 16.64	0	D	
Stock Options (Right to Buy)	\$ 14.47	03/08/2006		м			2,000	01/01/2004	03/03/2008	Class A Common	2,000	\$ 14.47	0	D	
Stock Options (Right to Buy)	\$ 14.47	03/08/2006		м			9,000	(2)	01/01/2013	Class A Common	15,000	\$ 14.47	6,000	D	

### Explanation of Responses:

1. Of these 15,000 option shares, the remaining 3,000 shares will vest on 1/1/07

2. Of these 15,000 option shares, 3,000 will vest on 1/1/07 and 1/1/08

## Jeffrey D. White

\*\* Signature of Reporting Person

03/09/2006

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.