| FORM 4 | UNITED | STATES SECURITIES AND EXCHANGE COMMIS Washington, D.C. 20549 | OMB APPROVAL | | | | |
|--|---------------------------|---|--|------|---------------------------------------|--|--|
| Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. | | EMENT OF CHANGES IN BENEFICIAL OWNERS | N BENEFICIAL OWNERSHIP | | | | |
| See Instruction 1(b). | 17(a) of the Pul | hours per response | 0.5 | | | | |
| 1. Name and Address of Repo KOCH CHARLES JOSEPH | rting Person [*] | 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM] | 5. Relationship Issuer | | Person(s) to | | |
| (Last) (First) 7702 WHITE SWAN ROAD | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 05/23/2008 | (Check all appli X Director Officer (title belo | give | 10% Owner Other (specify below) | | |
| (Street) | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | |

| GEORO | GETOWN OH | 45121 | | | ne Reporting Person | | | | |
|---------|----------------|-------------------|-------------|-----------------------|---------------------|-------|-----------|----------------------|----|
| (City) | (State) | (Zip) | | | | Forr | , | ore than One Reporti | ופ |
| | Table I - | Non-Derivative Se | ecurities A | cquired, Disposed of, | or Beneficially C |)wned | |] | |
| 1.Title | 2. Transaction | 2A. Deemed | 3. | 4. Securities | 5. Amount of | 6. | 7. Nature |] | |

| 2. Transaction | 2A. Deemed | 3. | | 4. Securities | | | 5. Amount of | 6. | 7. Nature | | | |
|------------------|------------------|---|--|---|--|---|--|--|---|--|--|--|
| Date | Execution Date, | Transaction | | Acquired (A) or | | | Securities | Ownership | of Indirect | | | |
| (Month/Day/Year) | if any | Code | | Disposed of (D) | | | Beneficially | Form: | Beneficial | | | |
| | (Month/Day/Year) | (Instr. 8) | | (Instr. 3, 4 and 5) | | | Owned | Direct (D) | Ownership | | | |
| | | <u> </u> | | <u> </u> | | | Following | or Indirect | (Instr. 4) | | | |
| | | | | | | | Reported | (1) | , , | | | |
| | | | | | (A) | | Transaction(s) | (Instr. 4) | | | | |
| | | | | | or | | (Instr. 3 and | | | | | |
| | | Code | v | Amount | (D) | Price | 4) | | | | | |
| | Date | Date Execution Date, (Month/Day/Year) if any | Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transac Code (Instr. 8) | Date (Month/Day/Year) (Month/Day/Year) Execution Date, if any (Month/Day/Year) (Instr. 8) | Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Acquired Code (Instr. 8) (Instr. 3) | Date (Month/Day/Year) (Month/Day/Year) Execution Date, if any (Month/Day/Year) (Month/Day/Year) Transaction Code (Instr. 8) Acquired (A) Disposed of (Instr. 3, 4 ar (A) or | Date (Month/Day/Year) (Month/Day/Year) Execution Date, if any (Month/Day/Year) (Month/Day/Year) (Instr. 8) (A) (A) or (A) or | Date (Month/Day/Year)Execution Date, if any (Month/Day/Year)Transaction CodeAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5)Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and | Date (Month/Day/Year)Execution Date, if any (Month/Day/Year)Transaction Code (Instr. 8)Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)Securities Beneficially Owned Following Reported (Instr. 4)Ownership Form: Direct (D) or Indirect (Instr. 3 and | | | |

| | 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 | | Number | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | Date Amount of | | 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) | \$ 39.625 | 05/23/2008 | | A | | 5,000 | | 05/23/2008 | 05/23/2018 | Class A Common | 5,000 | \$ 39.625 | 5,000 | D | |

Explanation of Responses:

Kathleen H. Wade under POA on behalf of Charles Joseph Koch ** Signature of Reporting

05/28/2008

Date

Person

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.