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

OMB APPROVAL

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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

1. Name and ROPER MA		Reporting Person [*]	2. Issuer Name and 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) 01/13/2005	(Check all applicable) X Director 10% Owner X Officer (give title below) title below) President and C.E.O.				
(Street) BOSTON MA 02166		02166	4. If Amendment, Date of Original Filed (Month/Day/Year)	 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person 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. Transaction Code (Instr. 8)			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	01/13/2005		М		3,000	Α	\$ 14.3125	10,040	D				
Class A Common	01/13/2005		S		3,000	D	\$ 23.6	7,040	D				
Class A Common	01/13/2005		М		1,000	Α	\$ 14.3125	8,040	D				
Class A Common	01/13/2005		S		1,000	D	\$ 23.55	7,040	D				
Class A Common	01/13/2005		М		2,000	Α	\$ 14.3125	9,040	D				
Class A Common	01/13/2005		S		2,000	D	\$ 23.5	7,040	D				
Class A Common	01/13/2005		М		500	Α	\$ 14.3125	7,540	D				
Class A Common	01/13/2005		S		500	D	\$ 23.45	7,040	D				
Class A Common	01/13/2005		М		1,000	Α	\$ 9.53	8,040	D				
Class A Common	01/13/2005		S		1,000	D	\$ 23.44	7,040	D				
Class A Common	01/13/2005		М		1,000	Α	\$ 9.53	8,040	D				
Class A Common	01/13/2005		S		1,000	D	\$ 23.4	7,040	D				

Class A Common	01/13/2005	М	500	Α	\$ 9.53	7,540	D	
Class A Common	01/13/2005	S	500	D	\$ 23.39	7,540	D	
Class A Common	01/13/2005	М	1,000	Α	\$ 9.53	8,040	D	
Class A Common	01/13/2005	S	1,000	D	\$ 23.38	7,040	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)	ative Conversion Date ity or Exercise (Month/Day/Year)		3A. Deemed Execution Date, if any (Month/Day/Year)	Transaction Code (Instr. 8)						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 Options (Right to Buy)	\$ 14.3125	01/13/2005		м			6,500	01/01/2005	02/28/2005	Class A Common	9,000	\$ 14.3125	0	D	
Stock Options (Right to Buy)	\$ 9.53	01/13/2005		м			3,500	01/01/2003	10/20/2007	Class A Common	250,000	\$ 9.53	246,500	D	

Explanation of Responses:

Helen F. Bornemann underPOA on behalf of Martin F.01/13/2005Roper** 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.