## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

1(b).

## 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

| OMB APPROVAL             |                      |  |  |  |  |  |  |  |  |
|--------------------------|----------------------|--|--|--|--|--|--|--|--|
| OMB<br>Number: 3235-0287 |                      |  |  |  |  |  |  |  |  |
| Expires:                 | December 31,<br>2014 |  |  |  |  |  |  |  |  |
| Estimated average burden |                      |  |  |  |  |  |  |  |  |
| hours per response       | 0.5                  |  |  |  |  |  |  |  |  |

| 1. Name and Address of Reporting Person<br>Geist John C                            | * 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) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE | 3. Date of Earliest Transaction<br>(Month/Day/Year)<br>08/14/2007             | Check all applicable) Director 10% Owner  Officer (give (specify below))  VP of Sales                                                          |  |  |  |  |
| (Street) BOSTON, MA X1 02210  (City) (State) (Zip)                                 | 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 |  |  |  |  |

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                                            |                                                             |                                     |                   |        |                  |           |                                                                  |                                                       |                                                                   |  |  |
|----------------------------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------|-------------------------------------|-------------------|--------|------------------|-----------|------------------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------|--|--|
| 1.Title of<br>Security<br>(Instr. 3)                                             | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transac<br>Code<br>(Instr. 8) | e Disposed of (D) |        |                  | or<br>(D) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|                                                                                  |                                            |                                                             | Code                                | V                 | Amount | (A)<br>or<br>(D) | Price     | Reported Transaction(s) (Instr. 3 and 4)                         | (I)<br>(Instr. 4)                                     | (111511.4)                                                        |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | M                                   |                   | 4,000  | Α                | \$ 21.14  | 4,000                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | M                                   |                   | 4,000  | Α                | \$ 24.95  | 8,000                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.64  | 7,900                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.65  | 7,800                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 300    | D                | \$ 43.66  | 7,500                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.67  | 7,400                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.68  | 7,300                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 400    | D                | \$ 43.8   | 6,900                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.84  | 6,800                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 300    | D                | \$ 43.92  | 6,500                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 300    | D                | \$ 43.94  | 6,200                                                            | D                                                     |                                                                   |  |  |
| Class A<br>Common                                                                | 08/14/2007                                 |                                                             | S                                   |                   | 100    | D                | \$ 43.95  | 6,100                                                            | D                                                     |                                                                   |  |  |
| Clase A                                                                          |                                            |                                                             |                                     |                   |        |                  |           |                                                                  |                                                       |                                                                   |  |  |

| Common            | 08/14/2007 | S | 300 | D | \$ 43.96 | 5,800 | D |  |
|-------------------|------------|---|-----|---|----------|-------|---|--|
| Class A<br>Common | 08/14/2007 | S | 700 | D | \$ 44    | 5,100 | D |  |
| Class A<br>Common | 08/14/2007 | S | 100 | D | \$ 44.01 | 5,000 | D |  |
| Class A<br>Common | 08/14/2007 | S | 200 | D | \$ 44.02 | 4,800 | D |  |
| Class A<br>Common | 08/14/2007 | S | 100 | D | \$ 44.02 | 4,700 | D |  |
| Class A<br>Common | 08/14/2007 | S | 400 | D | \$ 44.03 | 4,300 | D |  |
| Class A<br>Common | 08/14/2007 | S | 400 | D | \$ 44.04 | 3,900 | D |  |
| Class A<br>Coomon | 08/14/2007 | S | 100 | D | \$ 44.07 | 3,800 | D |  |
| Class A<br>Common | 08/14/2007 | S | 200 | D | \$ 44.15 | 3,600 | D |  |
| Class A<br>Common | 08/14/2007 | S | 200 | D | \$ 44.21 | 3,400 | D |  |
| Class A<br>Common | 08/14/2007 | S | 100 | D | \$ 44.23 | 3,300 | D |  |
| Class A<br>Common | 08/14/2007 | S | 700 | D | \$ 44.25 | 2,600 | D |  |
| Class A<br>Common | 08/14/2007 | S | 100 | D | \$ 44.26 | 2,500 | D |  |

|                                                     | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |                                            |                                                             |                                     |   |                                             |       |                     |                    |                             |                                        |                                                     |                                                                                                                            |                                                                                                          |                                                                    |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------|-------------------------------------|---|---------------------------------------------|-------|---------------------|--------------------|-----------------------------|----------------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security                                                                        | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transac<br>Code<br>(Instr. 8) |   | Der<br>Sec<br>Acq<br>(A) c<br>Disp<br>of (E | posed |                     |                    | ration Amount of Underlying |                                        | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>Derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|                                                     |                                                                                                                                              |                                            |                                                             | Code                                | V | (A)                                         | (D)   | Date<br>Exercisable | Expiration<br>Date | Title                       | Amount<br>or<br>Number<br>of<br>Shares |                                                     |                                                                                                                            |                                                                                                          |                                                                    |
| Stock Option<br>(Right to Buy)                      | \$ 21.14                                                                                                                                     | 08/14/2007                                 |                                                             | м                                   |   |                                             | 2,000 | (1)                 | 01/01/2015         | Class A<br>Common           | 5,000                                  | \$ 21.14                                            | 3,000                                                                                                                      | D                                                                                                        |                                                                    |
| Stock Option<br>(Right to Buy)                      | \$ 21.14                                                                                                                                     | 08/14/2007                                 |                                                             | м                                   |   |                                             | 2,000 | (2)                 | 01/01/2015         | Class A<br>Common           | 10,000                                 | \$ 21.14                                            | 6,000                                                                                                                      | D                                                                                                        |                                                                    |
| Stock Option<br>(Right to Buy)                      | \$ 24.95                                                                                                                                     | 08/14/2007                                 |                                                             | м                                   |   |                                             | 4,000 | (3)                 | 01/01/2016         | Class A<br>Common           | 20,000                                 | \$ 24.95                                            | 16,000                                                                                                                     | D                                                                                                        |                                                                    |

## **Explanation of Responses:**

- 1. Of these 5,000 options, 1,000 will vest on 1/1/08, 1/1/09 and 1/1/10
- 2. Of these 10,000 options, 2,000 shares will vest on 1/1/08, 1/1/09 and 1/1/10 providing certain criteria is met.
- 3. Of these 20,000 options, 4,000 shares will vest on 1/1/08, 1/1/09, 1/1/10 and 1/1/11 providing certian criteria is met.

#### Remarks:

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Kathleen H. Wade under POA for the benefit of John 08/15/2007 C. Geist

\*\* Signature of Reporting 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.