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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549
FORM 8-K
CURRENT REPORT
Pursuant to Section 13 OR 15(d) of the Securities Exchange
Act of 1934

Date of Report (Date of earliest reported) May 1, 2002

THE BOSTON BEER COMPANY, INC.
(Exact name of registrant as specified in its chapter)

Massachusetts	01-14092	04-328-4048
(State or other jurisdiction	(Commission	(IRS Employer
of incorporation	File Number)	Identification No.)

75 Arlington Street, Boston, Massachusetts 02116
Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (617) 368-5000

N/A
(Former name or former address, if changed since last report)

INFORMATION TO BE INCLUDED IN THE REPORT

- Item 1. Changes in Control of Registrant.
None
- Item 2. Acquisition or Disposition of Assets.
None
- Item 3. Bankruptcy or Receivership.
None
- Item 4. Changes in Registrant's Certifying Accountant.

During the first quarter of 2002, The Boston Beer Company, Inc. (the "Company") commenced a review of its independent auditing services and, as part of the process, interviewed and evaluated the services provided by its existing independent auditors, Arthur Andersen, LLP ("Andersen"), and three other independent auditing firms. As a result of such review and evaluation, the Company has elected, effective May 1, 2002, to change its independent auditors for the Company's fiscal

year ending December 28, 2002 to Deloitte & Touche.

The Company is not making this appointment of independent auditors as a result of any disagreements with Andersen with respect to any reporting or disclosure requirements. The report of Andersen on the financial statements for either of the past two years did not contain an adverse opinion or a disclaimer of opinion, nor was any such report qualified or modified as to uncertainty, audit scope, or accounting principles. The decision to change independent auditors was recommended by the Audit Committee of the Board of Directors of the Company and subsequently, on April 29, 2002, was approved by the Board of Directors of the Company.

There were no disagreements on any matter of accounting principles or practices, financial statement disclosure, or auditing scope or procedure, between the Company and its independent auditors during the Company's two most recent fiscal years or during the year-to-date period ended March 27, 2002.

The Company provided Andersen with a copy of the foregoing disclosures. Attached as Exhibit 16 is a copy of Andersen's letter, dated May 1, 2002, stating its agreement with such statements.

During the Company's two most recent fiscal years and through the date of this Form 8-K, the Company did not consult Deloitte & Touche with respect to the application of accounting principles to a specified transaction, either completed or proposed, of the type of audit opinion that might be rendered on the Company's consolidated financial statements, or any other matters or reportable events listed in Items 304(a)(2)(i) and (ii) of Regulation S-K.

Item 5. Other Events and Regulation FD Disclosure.

None

Item 6. Resignations of Registrant's Directors.

None

Item 7. Financial Statements and Exhibits.

None

Item 8. Change in Fiscal Year.

None

Item 9. Regulation FD Disclosure.

None

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 1, 2002

THE BOSTON BEER COMPANY, INC.
/S/ Martin F. Roper

Martin F. Roper, President and C.E.O.

EXHIBIT INDEX

Exhibit Number	Description
16	Letter from Arthur Andersen LLP to the Securities and Exchange Commission dated May 1, 2002
20	Press Release dated May 1, 2002

Office of the Chief Accountant
Securities and Exchange Commission
450 Fifth Street NW
Washington, DC 20549

May 1, 2002

Dear Sir or Madam,

We have read Item 4 included in the attached Form 8-K dated May 1, 2002 of The Boston Beer Company filed with the Securities and Exchange Commission and are in agreement with the statements contained therein.

Very truly yours,

/s/ Arthur Andersen LLP

Arthur Andersen LLP

Exhibit 20

THE BOSTON BEER COMPANY, INC. APPOINTS
INDEPENDENT ACCOUNTANTS

BOSTON, May 1, 2002. -- The Boston Beer Company, Inc. (NYSE: SAM) today announced that its Board of Directors has appointed Deloitte & Touche as the Company's independent accountants beginning with fiscal year 2002.

"We look forward to working with Deloitte & Touche in the firm's new role as Boston Beer's independent accountants," said Martin F. Roper, Boston Beer's President and Chief Executive Officer.

Arthur Andersen, LLP has served as the Company's independent accountants since 1998. "Arthur Andersen's Boston team provided first-class professional work for Boston Beer over the last four years," said Mr. Roper.

The Boston Beer Company, Inc. is America's leading brewer of world-class beer. Founded in 1984 by sixth-generation brewer Jim Koch, the Company has won more than 200 international awards for its better-tasting beers. Samuel Adams Boston Lager(R) is the Company's flagship brand, celebrated worldwide for its high-quality ingredients and traditional brewing techniques. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information, visit the web site at www.samadams.com.

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