

OMB APPROVAL	
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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 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Calagione Samuel A. III</u> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY 1 DESIGN CENTER PLACE, SUITE 850 (Street) BOSTON MA 02210 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Founder & Brewer, Dogfish Head
	3. Date of Earliest Transaction (Month/Day/Year) 07/29/2019	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common	07/29/2019		A ⁽¹⁾		129	A	\$0.00	27,165	I	By Trust for the Reporting Person's minor son
Class A Common	07/29/2019		A ⁽¹⁾		129	A	\$0.00	27,165	I	By Trust for the Reporting Person's minor daughter
Class A Common	07/29/2019		A ⁽¹⁾		556	A	\$0.00	116,706	I	By Dynasty Trust
Class A Common	07/29/2019		A ⁽¹⁾		778	A	\$0.00	138,305	I	By Family Trust
Class A Common	07/29/2019		A ⁽¹⁾		604	A	\$0.00	94,951	I	By Dogfish East of the Mississippi, LP
Class A Common								25,000	I	By The Beer & Benevolence Foundation

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

Explanation of Responses:

1. On May 8, 2019, the Issuer entered into certain agreements to acquire all of the equity interests held by certain private entities in Dogfish Head Brewery (the "Former DFH Equityholders"). On July 3, 2019, the Issuer issued shares of restricted Class A Common Stock to the Former DFH Equityholders in connection with the closing of the transaction. On July 29, 2019, the Issuer issued additional restricted shares to the Former DFH Equityholders pursuant to the agreements, after taking into account a post-closing cash-related adjustment.

Remarks:

Michael G. Andrews under
POA for the benefit of Samuel 07/29/2019
A. Calagione, III

** Signature of Reporting Person 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.