

**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

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).

1. Name and Address of Reporting Person* <u>Geist John C</u>  (Last) (First) (Middle) <u>C/O THE BOSTON BEER COMPANY, INC.</u> <u>ONE DESIGN CENTER PLACE</u>  (Street) <u>BOSTON MA 02210</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [ SAM ]</u>	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) <u>Chief Sales Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/04/2021</u>	
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	01/04/2021		M <sup>(1)</sup>		1,008	A	\$191.1	5,596 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		1,008	D	\$991.14	4,588 <sup>(2)</sup>	D	
Class A Common	01/04/2021		M <sup>(1)</sup>		12,524	A	\$201.91	17,112 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		94	D	\$935.68 <sup>(3)</sup>	17,018 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		6	D	\$936.97 <sup>(4)</sup>	17,012 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		753	D	\$938.56 <sup>(5)</sup>	16,259 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		1,039	D	\$939.18 <sup>(6)</sup>	15,220 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		1,180	D	\$940.47 <sup>(7)</sup>	14,040 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		1,229	D	\$941.42 <sup>(8)</sup>	12,811 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		500	D	\$942.53 <sup>(9)</sup>	12,311 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		800	D	\$943.52 <sup>(10)</sup>	11,511 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		200	D	\$944.42	11,311 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		161	D	\$945.87 <sup>(11)</sup>	11,150 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		429	D	\$947.29 <sup>(12)</sup>	10,721 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		271	D	\$948.53 <sup>(13)</sup>	10,450 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		297	D	\$949.04 <sup>(14)</sup>	10,153 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		408	D	\$950.53 <sup>(15)</sup>	9,745 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		548	D	\$952.65 <sup>(16)</sup>	9,197 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		432	D	\$953.67 <sup>(17)</sup>	8,765 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		320	D	\$954.78 <sup>(18)</sup>	8,445 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		107	D	\$956.67 <sup>(19)</sup>	8,338 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		98	D	\$958.74 <sup>(20)</sup>	8,240 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		45	D	\$960 <sup>(21)</sup>	8,195 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		168	D	\$961.69 <sup>(22)</sup>	8,027 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		108	D	\$962.22 <sup>(23)</sup>	7,919 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		325	D	\$963.7 <sup>(24)</sup>	7,594 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		583	D	\$964.35 <sup>(25)</sup>	7,011 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		397	D	\$965.44 <sup>(26)</sup>	6,614 <sup>(2)</sup>	D	
Class A Common	01/04/2021		S <sup>(1)</sup>		150	D	\$967.6 <sup>(27)</sup>	6,464 <sup>(2)</sup>	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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