
OMB APPROVAL

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U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 5

ANNUAL 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(f) of the Investment Company Act of 1940

- Check this box if no longer subject of Section 16. Form 4 or Form 5
obligations may continue. See Instruction 1(b).
 Form 3 Holdings Reported
 Form 4 Transactions Reported

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1. Name and Address of Reporting Person

Koch, C. James

(Last) (First) (Middle)

c/o Boston Beer Company, Inc., 75 Arlington Street

(Street)

Boston, Massachusetts 02116

(City) (State) (Zip)

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2. Issuer Name and Ticker or Trading Symbol

The Boston Beer Company, Inc.

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3. IRS or Social Security Number of Reporting Person (Voluntary)

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4. Statement for Month/Year

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5. If Amendment, Date of Original (Month/Year)

December 1999

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6. Relationship of Reporting Person to Issuer

(Check all applicable)

- Director 10% Owner
 Officer (give title below) Other (specify below)

President and CEO

7. Individual or Joint/Group Reporting
(Check Applicable Line)

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 Security (Instr. 3)	2. Transaction Date (mm/dd/yy)	3. Transaction Code (Instr. 8) ----- Code V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Amount	(A) or (D) Price			
Class A Common Stock					1,472	I	Note 1
Class A Common Stock					867,729	D	
Class B Common Stock					4,107,355	D	
Class A Common Stock					332,835	I	Note 2
Class A Common Stock					28,800	I	Note 3

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly

FORM 4 (continued)

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. Conver- sion of Exer- cise Price of Deriv- ative Secur- ity	3. Trans- action Date (Month/ Day/ Year)	4. Trans- action Code (Instr. 8) ----- Code V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4) ----- Amount or Number of Shares	8. Price of Deriv- ative of Secur- ity (Instr. 5)	9. Number of Deriv- ative Secur- ities Bene- ficially Owned at End of Month (Instr. 4)	10. Owner- ship of Deriv- ative Secur- ity: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of In- direct Benefi- cial Owner- ship (Instr. 4)
				(A)	(D)	Exer- cisable Date	Expira- tion Date					
Restricted Stock Purchase (Note 4)	4.74538	1/1/98	A	2,807		Cur- rently	1/1/03	Class A Common	2,807	4.7438	2,245	D
Stock Option (Right to Buy)	0.01	12/31/94	A	2,927		Cur- rently	12/31/04	Class A Common	2,927	0.01	2,927	D
Restricted Stock Purchase (Note 4)	5.0625	1/1/99	A	2,237		Cur- rently	1/1/09	Class A Common	2,237	5.0625	2,237	D
Stock Option (Right to Buy)	8.4375	1/1/99	A	3,000		1/1/00	Note 5,9	Class A Common	3,000	8.4375	3,000	D
Stock Option (Right						Note		Class A				

to Buy)	11.2219	1/1/99	A	3,750	Note 6	5,9	Common	3,750	11.2219	3,750	D

Stock Option (Right to Buy)	14.0906	1/1/99	A	3,750	Note 7	Note 5,9	Class A Common	3,750	14.0906	3,750	D

Stock Option (Right to Buy)	16.875	1/1/99	A	4,500	Note 8	Note 5,9	Class A Common	4,500	16.875	4,500	D

Explanation of Responses:

- Note 1: Shares held by the spouse of the Reporting Person.
- Note 2: Shares held by a trust in which the children of the Reporting Person have a pecuniary Interest.
- Note 3: Shares held by Reporting Person as custodian for benefit of Reporting Person's children.
- Note 4: Restricted stock purchase pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan.
- Note 5: Options remain exercisable for so long as the Reporting Person remains employed by the Company or an affiliate of the Company.
- Note 6: 3,000 of these Shares vest as of 1/1/01 and 750 of these Shares vest as of 1/1/02.
- Note 7: 2,250 of these Shares vest as of 1/1/02 and 1,500 of these Shares vest as of 1/1/03.
- Note 8: 1,500 of these Shares vest as of 1/1/03 and 3,000 of these Shares vest as of 1/1/04.
- Note 9: Options become immediately exercisable in full in the event the Reporting Person and/or members of his family cease to control a majority of the Company's issued and outstanding Class B Common Stock.

/s/ C. James Koch

February 25, 2000

**Signature of Reporting Person

Date

** 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 provided is insufficient, see Instruction 6 for procedures.