
OMB APPROVAL

OMB Number 3235-0362
Expires: September 30, 1998
Estimated average burden
hours per response 1.0

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

=====

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)

=====

2. Issuer Name and Ticker or Trading Symbol

The Boston Beer Company, Inc.

=====

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

=====

4. Statement for Month/Year

December 2000

=====

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

=====

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)

[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 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 Ownership (Instr. 4)
			Amount	(A) or (D) Price			
Class A Common Stock	1/01/00	C	561	A	4.74538	868,738	D
Class A Common Stock	1/01/01	C	448	A	5.0625	868,738	D

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) Date Expira- tion Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		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 Bene- ficial Owner- ship (Instr. 4)
				(A)	(D)	Title	Amount or Number of Shares						
Restricted Stock Purchase (Note 1)	4.74538	1/1/94	A	2,807		Cur- rently	12/31/07	Class A Common	2,807	4.7438	1,683	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 1)	5.0625	1/1/99	A	2,237		Cur- rently	12/31/08	Class A Common	2,237	5.0625	1,790	D	
Stock Option (Right to Buy)	8.4375	1/1/99	A	3,000		1/1/00	2/28/04	Class A Common	3,000	8.4375	3,000	D	
Stock Option (Right to Buy)	11.2219	1/1/99	A	3,750		Note 2	12/31/08	Class A Common	3,750	11.2219	3,750	D	
Stock Option (Right to Buy)	14.0906	1/1/99	A	3,750		Note 3	12/31/08	Class A Common	3,750	14.0906	3,750	D	
Stock Option (Right to Buy)	16.875	1/1/99	A	4,500		Note 4	12/31/08	Class A Common	4,500	16.875	4,500	D	
Stock Option (Right to Buy)	7.15625	1/1/00	A	6,000		Note 5	Note 7	Class A Common	6,000	7.15625	6,000	D	
Stock Option (Right to Buy)	9.5178	1/1/00	A	7,500		Note 6	Note 7	Class A Common	7,500	9.5178	7,500	D	

Stock Option (Right to Buy)	11.9509	1/1/00	A	7,500	Note 8	Note 7	Class A Common	7,500	11.9509	7,500	D
Stock Option (Right to Buy)	14.3125	1/1/00	A	9,000	Note 9	Note 7	Class A Common	9,000	14.3125	7,500	D
Restricted Stock Purchase (Note 1)	4.2938	1/1/00	A	4,307	Current	12/31/09	Class A Common	4,307	14.2938	4,307	D

Explanation of Responses:

- Note 1: Restricted stock purchase to the Investment Share Program under the issuer's Employee Equity Incentive Plan.
- Note 2: Of these 3,750 option shares, 3,000 vest as of 1/1/01 and 750 vest as of 1/1/02
- Note 3: Of these 3,750 option shares, 2,250 vest as of 1/1/02; 1,500 vest as of 1/1/03
- Note 4: Of these 4,500 option shares, 1,500 of these shares vest as of 1/1/03; 3,000 of these shares vest as of 1/1/04.
- Note 5: All of these 6,000 option shares vest as of 1/1/01.
- Note 6: Of these 7,500 option shares, 6,000 vest as of 1/1/02; 1,500 vest as of 1/1/03.
- Note 7: These options will expire 13 days after the filing of the Form 10k for the 2004 fiscal year
- Note 8: Of these 7,500 option shares, 4,500 vest af of 1/1/03; 3,000 will vest as of 1/1/04
- Note 9: Of these 9,000 shares, 2,970 vest as of 1/1/04; 6,030 vest as of 1/1/05

/s/ C. James Koch

February 14, 2001

**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.