

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

<b>1. Name and Address of Reporting Person*</b> <u>KOCH C JAMES</u> <hr/> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 <hr/> (Street) BOSTON MA 02210 <hr/> (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> <u>BOSTON BEER CO INC [ SAM ]</u>	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;"><b>Chairman</b></p>
	<b>3. Date of Earliest Transaction (Month/Day/Year)</b> 09/04/2020	
<b>4. If Amendment, Date of Original Filed (Month/Day/Year)</b>		

**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	09/04/2020		s <sup>(1)</sup>		100	D	\$758.73	145,321 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		200	D	\$761.81 <sup>(3)</sup>	145,121 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		100	D	\$762.7 <sup>(4)</sup>	145,021 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		200	D	\$763.74	144,821 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		132	D	\$765.57 <sup>(5)</sup>	144,689 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		468	D	\$767.22 <sup>(6)</sup>	144,221 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		428	D	\$769.48 <sup>(7)</sup>	143,793 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		572	D	\$770.42 <sup>(8)</sup>	143,221 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		339	D	\$772.1 <sup>(9)</sup>	142,882 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		161	D	\$773.41 <sup>(10)</sup>	142,721 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		325	D	\$774.8 <sup>(11)</sup>	142,396 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		75	D	\$775.1	142,321 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		288	D	\$776.36 <sup>(12)</sup>	142,033 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		9	D	\$777.26	142,024 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		100	D	\$778.51 <sup>(13)</sup>	141,924 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		100	D	\$780.27 <sup>(14)</sup>	141,824 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		100	D	\$782.47	141,724 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		381	D	\$783.76 <sup>(15)</sup>	141,343 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		514	D	\$785.07 <sup>(16)</sup>	140,829 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		254	D	\$786.93 <sup>(17)</sup>	140,575 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		246	D	\$788.33 <sup>(18)</sup>	140,329 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		300	D	\$793.92 <sup>(19)</sup>	140,029 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		387	D	\$796.94 <sup>(20)</sup>	139,642 <sup>(2)</sup>	D	
Class A Common	09/04/2020		s <sup>(1)</sup>		311	D	\$798.06 <sup>(21)</sup>	139,331 <sup>(2)</sup>	D	
Class A Common								71,592	I	By Foundation managed by Reporting Person

**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								44,248	I	By Descendant's Trust managed by spouse
Class A Common								23,486	I	Custodian for children under UGTMA
Class A Common								5,000	I	By Trust as Trustee
Class A Common								3,656	I	By spouse as custodian for children under UGTMA
Class A Common								2,532	I	By spouse in trust for children

**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:**

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on July 29, 2020.
- The shares reported include 343 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$761.41 to \$762.20. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$762.69 to \$762.70. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 132 shares is from \$765.36 to \$766.32. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 468 shares is from \$766.52 to \$767.49. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 428 shares is from \$769.02 to \$770.00. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 572 shares is from \$770.05 to \$771.00. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 339 shares is from \$771.90 to \$772.51. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 161 shares is from \$773.00 to \$773.52. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 325 shares is from \$774.07 to \$775.00. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 288 shares is from \$776.12 to \$776.96. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$778.49 to \$778.51. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 100 shares is from \$780.01 to \$780.28. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 381 shares is from \$783.48 to \$784.21. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 514 shares is from \$784.78 to \$785.54. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 254 shares is from \$786.65 to \$787.21. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 246 shares is from \$788.00 to \$788.79. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$793.46 to \$794.39. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 387 shares is from \$796.40 to \$797.27. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 311 shares is from \$797.59 to \$798.50. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

**Remarks:**

Michael G. Andrews under  
POA for the benefit of Koch 09/08/2020  
C. James

\*\* 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.**