

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

<b>1. Name and Address of Reporting Person*</b> <u>Geist John C</u>  (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE  (Street) BOSTON MA 02210  (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> BOSTON BEER CO INC [ SAM ]	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable)  Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chief Sales Officer
	<b>3. Date of Earliest Transaction (Month/Day/Year)</b> 03/27/2019	
<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	03/27/2019		M <sup>(1)</sup>		8,000	A	\$95.09	9,956 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		2,400	D	\$284.26 <sup>(3)</sup>	7,556 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		28	D	\$285.01	7,528 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		1,324	D	\$286.87 <sup>(4)</sup>	6,204 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		2,531	D	\$288.06 <sup>(5)</sup>	3,673 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		517	D	\$289.17 <sup>(6)</sup>	3,156 <sup>(2)</sup>	D	
Class A Common	03/27/2019		S <sup>(1)</sup>		1,200	D	\$290.86 <sup>(7)</sup>	1,956 <sup>(2)</sup>	D	

**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)
						Date Exercisable	Expiration Date					
Stock Option (Right to Buy)	\$95.09	03/27/2019		M <sup>(1)</sup>	8,000	01/01/2016 <sup>(8)</sup>	12/31/2020	Class A Common 8,000	\$0.00	0.00	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 February 25, 2019.
- The shares reported include 1,956 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 2,400 shares is from \$284.00 to \$284.75. 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 1,324 shares is from \$286.51 to \$287.10. 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 2,531 shares is from \$287.52 to \$288.49. 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 517 shares is from \$289.00 to \$289.54. 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 1,200 shares is from \$290.45 to \$291.43. 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.

8. The option vests in five annual installments, on January 1 in the years 2016 to 2020, provided that the Reporting Person remains employed by the Company on the applicable vesting dates.

**Remarks:**

Michael G. Andrews under  
POA for the benefit of John C. 03/27/2019  
Geist

\*\* 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.**