

Communications with the Board

Shareholders may communicate with the Board of Directors of The Boston Beer Company, Inc. by submitting an email to the Company's Board at [*bod@bostonbeer.com*](mailto:bod@bostonbeer.com). All directors have access to this email address. Communications that are intended specifically for non-management directors should be sent to the email address above to the attention of the Chairman of the Nominating/Governance Committee.

Shareholders may also write to the Board of Directors at the following address:

Board of Directors
c/o Corporate Secretary
The Boston Beer Company, Inc.
One Design Center Place
Boston, MA 02210