URICH WILLIAM F

Form 4

December 17, 2010

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

Expires:

3235-0287

January 31, 2005

> 7. Nature of Indirect Beneficial Ownership (Instr. 4)

0.5

Estimated average burden hours per

response...

OMB APPROVAL

if no longer subject to Section 16. Form 4 or Form 5

Check this box

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940

1(b).

(Last)

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person * URICH WILLIAM F

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

BOSTON BEER CO INC [SAM]

(Check all applicable)

C/O THE BOSTON BEER

(Street)

(First)

(Middle)

3. Date of Earliest Transaction (Month/Day/Year) 12/15/2010

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

Chief Financial Officer

COMPANY, INC., ONE DESIGN **CENTER PLACE, SUITE 850**

> 4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting Person

BOSTON, MA 02210

(City)	(State)	(Zip) Tab	le I - Non-l	Derivative	Secu	rities Acqui	red, Disposed of,	or Beneficiall	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securities Acquired (A) our Disposed of (D) (Instr. 3, 4 and 5)			Securities O Beneficially Fe Owned D Following on	6. Ownership Form: Direct (D) or Indirect	7. Nature Indirect Beneficia Ownershi (Instr. 4)
Class A	12/15/2010		Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	
Common	12/15/2010		M	6,000	A	\$ 15.835 \$	6,930	D	
Class A Common	12/15/2010		S	2,000	D	92.1905 (1) (2)	4,930	D	
Class A Common	12/15/2010		S	2,000	D	\$ 94.1663 (1) (2)	2,930	D	
Class A Common	12/15/2010		S	2,000	D	\$ 96	930	D	

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

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SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date		4. 5. Number		6. Date Exercisable and		7. Title and Amount of		
Derivative	Conversion	(Month/Day/Year)	Execution Date, if					Underlying Securities		
Security	or Exercise		any	Code			(Month/Day/Year)		(Instr. 3 and 4)	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8) Acquired						
	Derivative			(A) or						
	Security			Disposed of						
				(D)						
				(Instr. 3, 4,						
				and 5)						
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 15.835	12/15/2010		M		6,000	09/08/2008	09/08/2013	Class A Common	125,000

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

URICH WILLIAM F C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210

Chief Financial Officer

Signatures

William F. 12/17/2010 Urich

**Signature of Date
Reporting Person

Explanation of Responses:

- * 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).
- (1) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for two of the 2,000 share lots is from \$92.00 to \$92.64 and \$94.01 to \$94.38.
- (2) The filer will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Reporting Owners 2

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