Edgar Filing: BOSTON BEER CO INC - Form 4

BOSTON B Form 4 May 12, 201	EER CO INC						
FORM				OMB A	APPROVAL		
-	UNITED STATE	S SECURITIES AND EXCHA Washington, D.C. 20549	NGE COMMISSION	OMB Number:	3235-0287		
Check th if no long	ter .			Expires:	January 31,		
subject to Section 1 Form 4 o Form 5	6. r	OF CHANGES IN BENEFICIA SECURITIES		Estimated burden ho response.	urs per		
obligatio may cont <i>See</i> Instru 1(b).	$\frac{ns}{nue}$. Section 17(a) of the	Section 16(a) of the Securities E Public Utility Holding Company) of the Investment Company Act	Act of 1935 or Sectio	n			
(Print or Type I	Responses)						
KOCH C JAMES Symbol		2. Issuer Name and Ticker or Tradir Symbol BOSTON BEER CO INC [SA]	Issuer				
(Last)	(First) (Middle)	3. Date of Earliest Transaction	- (Chec	k all applicab	le)		
COMPANY	OSTON BEER 7, ONE DESIGN LACE, SUITE 850	(Month/Day/Year) 05/09/2014	X Director X Officer (give below)		% Owner her (specify		
BOSTON, I	(Street)	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by N	One Reporting I	Person		
			Person				
(City)	(State) (Zip)	Table I - Non-Derivative Security	ties Acquired, Disposed of	f, or Beneficia	ally Owned		
1.Title of Security (Instr. 3)	2. Transaction Date 2A. De (Month/Day/Year) Executi any (Month	ion Date, if TransactionAcquired (A) o Code Disposed of (D /Day/Year) (Instr. 8) (Instr. 3, 4 and (A) or	r Securities I) Beneficially (5) Owned I Following (Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Class A	05/00/2014	Code V Amount (D)	Price \$	D			
Common	05/09/2014	S 300 D	[*] 124,932	D			
Class A Common			135,000	I	By Spouse in Trust under GRAT		
Class A Common			23,486	I	Custodian for children under UGTMA		

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Class A Common	3,656	Ι	By spouse as custodian for children under UGTMA
Class A Common	2,532	Ι	By spouse in trust for children
Class A Common	44,248	Ι	By LLC managed by spouse
Class A Common	5,000	Ι	By Trust as Trustee

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

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 control number.

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)	4. Transactio Code (Instr. 8)	5. 6. Date Exercisable and hNumber Expiration Date of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Amoun or Title Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210	Х	Х	Chairman		

Signatures

Kathleen H. Wade under POA for the benefit of C. James Koch

05/12/2014

**Signature of Reporting Person

Date

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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.