## Edgar Filing: BOSTON BEER CO INC - Form 4

BOSTON BEER	CO INC										
Form 4											
June 05, 2014									APPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE CO					COMMISSION	M OMB	3235-0287				
Check this box Washington, D				, D.C. 20	549		Number:	January 31,			
if no longer subject to Section 16.	STATE	TEMENT OF CHANGES IN BENEFICIAL C SECURITIES					WNERSHIP OF	Expires: Estimated burden ho	2005 average		
· · · · · · · · · · · · · · · · · · ·	Form 4 or Form 5 obligations may continue. See Instruction Filed pursuant to Section 16(a) of the S Section 17(a) of the Public Utility Holdin 30(h) of the Investment Co				ding Cor	npany Act	of 1935 or Section	response			
(Print or Type Respo	onses)										
1. Name and Address of Reporting Person <u>*</u> Tanner Gregg A			2. Issuer Name <b>and</b> Ticker or Trading Symbol			c	5. Relationship of Reporting Person(s) to Issuer				
_			BOSTON BEER CO			[SAM]	(Che	ck all applicable)			
(Last)	(First) (	Middle)	3. Date of Earliest Transaction (Month/Day/Year)				X Director 10% Owner				
THE BOSTON INC., ONE DES PLACE, SUITE	SIGN CENT		06/04/2	•			Officer (giv below)		her (specify		
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>					
BOSTON, MA	02210						Person		leporting		
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Securities A	cquired, Disposed o	of, or Beneficia	ally Owned		
	ransaction Date nth/Day/Year)	Execution any	Date, if	3. Transaction Code (Instr. 8)	Disposed	(A) or of (D)	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code V	Amount	(D) Price	(Instr. 5 and 4)				
Reminder: Report of	n a separate lin	e for each cl	lass of sec	urities benef	ficially own	ned directly o	or indirectly.				
					inforn requir	nation cont ed to respo lys a currer	pond to the colle- ained in this form ond unless the for ntly valid OMB co	are not m	SEC 1474 (9-02)		
	Tab					posed of, or convertible s	Beneficially Owned securities)	l			
1. Title of 2.	3. Tran	saction Date	e 3A. Dee	emed	4.	5. Number	6. Date Exercisa	ble and	7. Title and Amount of 8		

Derivative Conversion (Month/Day/Year) Execution Date, if Transaction Derivative Expiration Date

Underlying Securities D

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)		S (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (Right to Buy)	\$ 214.83	06/04/2014		А	1,116	06/04/2014	06/03/2024	Class A Common	1,116	

## **Reporting Owners**

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Tanner Gregg A THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210	Х					
Signatures						
Kathleen H. Wade under POA for benefit of Gra Tanner	egg A.	0	6/05/201	4		
**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.

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