

BOSTON BEER CO INC  
Form 4  
August 21, 2006

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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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 OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**ROPER MARTIN F**

2. Issuer Name and Ticker or Trading Symbol  
**BOSTON BEER CO INC [SAM]**

5. Relationship of Reporting Person(s) to Issuer

(Last) (First) (Middle)

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

(Check all applicable)  
\_\_X\_\_ Director \_\_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_\_ Other (specify below)  
President, C.E.O., Treasurer

**C/O THE BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET**

(Street)

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 02166**

(City) (State) (Zip)

#### 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 Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Class A Common	08/17/2006		M			10,000	A	\$ 12.0625	16,344	D	
Class A Common	08/17/2006		S			100	D	\$ 32.76	16,244	D	
Class A Common	08/17/2006		S			100	D	\$ 32.72	16,144	D	
Class A Common	08/17/2006		S			100	D	\$ 32.71	16,044	D	
Class A Common	08/17/2006		S			300	D	\$ 32.7	15,744	D	

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Class A Common	08/17/2006	S	500	D	\$ 32.69	15,244	D
Class A Common	08/17/2006	S	200	D	\$ 32.68	15,044	D
Class A Common	08/17/2006	S	100	D	\$ 32.67	14,944	D
Class A Common	08/17/2006	S	700	D	\$ 32.65	14,244	D
Class A Common	08/17/2006	S	600	D	\$ 32.63	13,644	D
Class A Common	08/17/2006	S	100	D	\$ 32.62	13,544	D
Class A Common	08/17/2006	S	100	D	\$ 32.58	13,444	D
Class A Common	08/17/2006	S	400	D	\$ 32.55	13,044	D
Class A Common	08/17/2006	S	500	D	\$ 32.53	12,544	D
Class A Common	08/17/2006	S	100	D	\$ 32.52	12,444	D
Class A Common	08/17/2006	S	200	D	\$ 32.5	12,244	D
Class A Common	08/17/2006	S	100	D	\$ 32.49	12,144	D
Class A Common	08/17/2006	S	300	D	\$ 32.46	11,844	D
Class A Common	08/17/2006	S	700	D	\$ 32.45	11,144	D
Class A Common	08/17/2006	S	100	D	\$ 32.44	11,044	D
Class A Common	08/17/2006	S	400	D	\$ 32.41	10,644	D
Class A Common	08/17/2006	S	300	D	\$ 32.4	10,344	D
Class A Common	08/17/2006	S	300	D	\$ 32.38	10,044	D
Class A Common	08/17/2006	S	100	D	\$ 32.37	9,944	D
Class A Common	08/17/2006	S	300	D	\$ 32.36	9,644	D
	08/17/2006	S	600	D	\$ 32.35	9,044	D

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Class A Common								
Class A Common	08/17/2006		S	200	D	\$ 32.34	8,844	D
Class A Common	08/17/2006		S	400	D	\$ 32.3	8,444	D
Class A Common	08/17/2006		S	100	D	\$ 32.29	8,344	D
Class A Common	08/17/2006		S	400	D	\$ 32.27	7,944	D

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

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(9-02)

**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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option (Right to Buy)	\$ 12.0625	08/17/2006							
				M		01/01/2001	11/06/2006	Class A Common	30,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROPER MARTIN F C/O THE BOSTON BEER COMPANY, INC. 75 ARLINGTON STREET BOSTON, MA 02166	X		President, C.E.O., Treasurer	

## Signatures

Martin F. Roper

08/21/2006

\*\*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).

### Remarks:

Form 1 of 2

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

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