

BOSTON BEER CO INC
Form 4
August 06, 2015

FORM 4

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

OMB APPROVAL

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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 *
Wade Kathleen H

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., SUITE 850

(Street)

BOSTON, MA 02210

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
08/05/2015

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)
VP - Legal and Secretary

6. Individual or Joint/Group Filing(Check Applicable Line)
X Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class A Common	08/05/2015		M	300 A \$ 95.09	11,016	D	
Class A Common	08/05/2015		M	82 A \$ 108.56	11,098	D	
Class A Common	08/05/2015		S	382 D \$ 235.03 (1)	10,716 (2)	D	

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

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request of the SEC, the Registrant, or a shareholder of the Registrant.

- (2) The shares reported include 949 shares of restricted stock subject to vesting conditions.

On 01/01/2011, the Issuer granted the Reporting Person a contingent vesting option of 1,600 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2012 and the last on 01/01/2016, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

- (3)
- (4) On 01/01/2012, the Issuer granted the Reporting Person a contingent vesting option of 1,500 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2013 and the last on 01/01/2017, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

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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