

BOSTON BEER CO INC  
Form 4  
December 15, 2016

**FORM 4**

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

OMB APPROVAL

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**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 \*  
**KOCH C JAMES**

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, 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)  
12/14/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |   |
| Class A Common                  | 12/14/2016                           |  | S <sup>(1)</sup>               | 5,149   | D   | \$ 169.08  | 60,351  | D |
|                                 |                                      |  |                                |   | (2)   |  |   |   |
| Class A Common                  | 12/14/2016                           |  | S <sup>(1)</sup>               | 5,152   | D   | \$ 169.77  | 55,199  | D |
|                                 |                                      |  |                                |   | (3)   |  |   |   |
| Class A Common                  | 12/14/2016                           |  | S <sup>(1)</sup>               | 3,907   | D   | \$ 170.8   | 51,292  | D |
|                                 |                                      |  |                                |   | (4)   |  |   |   |
| Class A Common                  | 12/14/2016                           |  | S <sup>(1)</sup>               | 784   | D   | \$ 171.81  | 50,508  | D |

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(5)

|                |            |  |                  |   |   |        |        |   |   |
|----------------|------------|--|------------------|---|---|--------|--------|---|---|
| Class A Common | 12/14/2016 |  | S <sup>(1)</sup> | 8 | D | \$ 173 | 50,500 | D |   |
| Class A Common |            |  |                  |   |   |        | 44,248 | I | By LLC managed by spouse                        |
| Class A Common |            |  |                  |   |   |        | 23,486 | I | Custodian for children under UGTMA              |
| Class A Common |            |  |                  |   |   |        | 22,000 | I | By Foundation managed by Reporting Person       |
| Class A Common |            |  |                  |   |   |        | 5,000  | I | By Trust as Trustee                             |
| Class A Common |            |  |                  |   |   |        | 3,656  | I | By spouse as custodian for children under UGTMA |
| Class A Common |            |  |                  |   |   |        | 2,532  | I | By spouse in trust for children                 |

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.**

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 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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V   | (A) (D) Date Exercisable                                 | Expiration Date   | Title                                      | Amount or Number   |

