



Edgar Filing: BOSTON BEER CO INC - Form SC 13G/A

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5. SOLE VOTING POWER

817,200

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6. SHARED VOTING POWER

0

7. SOLE DISPOSITIVE POWER

817,200

8. SHARED DISPOSITIVE POWER

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

817,200

10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
(SEE INSTRUCTIONS)

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

7.96%

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IA

Page 2 of 8 Pages

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CUSIP No. 100557107

13G

Page 3 of 8 Pages  
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1. NAMES OR REPORTING PERSONS

S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS

James H. Simons

2. CHECK APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS):

(a)

(b)

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4. CITIZENSHIP OR PLACE OF ORGANIZATION

United States

-----  
5. SOLE VOTING POWER  
817,200  
-----  
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
6. SHARED VOTING POWER  
0  
-----  
7. SOLE DISPOSITIVE POWER  
817,200  
-----  
8. SHARED DISPOSITIVE POWER  
0  
-----

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

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7.96%

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

Page 3 of 8 Pages

=====  
CUSIP No. 100557107 13G Page 4 of 8 Pages  
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Item 1.

(a) Name of Issuer.

The Boston Beer Company, Inc

(b) Address of Issuer's Principal Executive Offices.

One Design Center Place, Suite 850  
Boston, MA 02210

Item 2.

(a) Name of Person Filing.

This Schedule 13G is being filed by Renaissance Technologies LLC ("RTC") and James H. Simons ("Simons").

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(b) Address of Principal Business Office or, if none, Residence.

The principal business address of the reporting persons is:

800 Third Avenue  
New York, New York 10022

(c) Citizenship.

Dr. Simons is a United States citizen and  
RTC is a Delaware limited liability company

(d) Title of Class of Securities.

Class A Common Stock, \$0.01 par value

(e) CUSIP Number.

100557107

Page 4 of 8 Pages

Item 3. If this statement is filed pursuant to Rule 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act.
- (b)  Bank as defined in Section 3(a)(6) of the Act.
- (c)  Insurance Company as defined in Section 3(a)(19) of the Act.
- (d)  Investment Company registered under Section 8 of the Investment Company Act.
- (e)  Investment Adviser in accordance with Sec. 240.13d-1(b)(1)(ii)(E).
- (f)  Employee Benefit Plan or Endowment Fund in accordance with Sec. 240.13d1(b)(1)(ii)(F).
- (g)  Parent holding company, in accordance with Sec. 240.13d-1(b)(ii)(G).
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940.
- (j)  Group, in accordance with Sec. 240.13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to Sec. 240.13d-1(c), check this box .

Item 4. Ownership

(a) Amount Beneficially Owned.

RTC: 817,200 shares

Simons: 817,200 shares, comprising the shares beneficially owned by RTC, because of Dr. Simons' position as control person of RTC.

(b) Percent of Class. RTC: 7.96%  
Simons: 7.96%

(c) Number of shares as to which each such person has

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|       |  |                                 |
|-------|--|---------------------------------|
| (i)   | sole power to vote or to direct the vote:                | RTC: 817,200<br>Simons: 817,200 |
| (ii)  | shared power to vote or to direct the vote:              | 0                               |
| (iii) | sole power to dispose or to direct the disposition of:   | RTC: 817,200<br>Simons: 817,200 |
| (iv)  | shared power to dispose or to direct the disposition of: | 0                               |

Page 5 of 8 Pages

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Certain funds and accounts managed by RTC have the right to receive dividends and proceeds from the sale of the securities which are the subject of this report. RIEF Trading LLC holds of record more than 5% of such securities.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable.

Page 6 of 8 Pages

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

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Date: February 12, 2008

/s/ James H. Simons

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James H. Simons

Renaissance Technologies LLC

By: /s/ Mark Silber

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Mark Silber  
Executive Vice President

Attention: Intentional misstatements or omissions of fact constitute  
Federal criminal violations (see 18 U.S.C. 1001).

Page 7 of 8 Pages

SCHEDULE 13G

EXHIBIT INDEX

EXHIBIT NO.

EXHIBIT

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99.1

Agreement Pursuant to Rule 13d-1(k)(1)(iii) (incorporated by  
reference to Exhibit 99.1 to the initial filing of this  
Schedule 13G on February 12, 2007).

Page 8 of 8 Pages