

HALL ROBERT H
Form 4
April 03, 2007

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 *
HALL ROBERT H

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, SUITE 850

(Street)

BOSTON, MA, X1 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)
03/30/2007

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)
V.P. of Brand Development

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) Code V Amount Price | | | |
| Class A Common | 03/30/2007 | | M | 1,000 A \$ 23.334 | 1,000 | D | |
| Class A Common | 03/30/2007 | | M | 5,000 A \$ 29.3 | 6,000 | D | |
| Class A Common | 03/30/2007 | | M | 4,000 A \$ 17.545 | 10,000 | D | |
| Class A Common | 03/30/2007 | | S | 100 D \$ 33.48 | 9,900 | D | |
| Class A Common | 03/30/2007 | | S | 400 D \$ 33.46 | 9,500 | D | |

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| | | | | | | | |
|-------------------|------------|---|-------|---|----------|-------|---|
| Class A Common | 03/30/2007 | S | 200 | D | \$ 33.45 | 9,300 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.44 | 9,200 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.43 | 9,100 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.34 | 9,000 | D |
| Class A Common | 03/30/2007 | S | 200 | D | \$ 33.31 | 8,800 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.29 | 8,500 | D |
| Class A Common | 03/30/2007 | S | 400 | D | \$ 33.28 | 8,100 | D |
| Class A Common | 03/30/2007 | S | 200 | D | \$ 33.27 | 7,900 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.26 | 7,600 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.26 | 7,300 | D |
| Class A Common | 03/30/2007 | S | 800 | D | \$ 33.25 | 6,800 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.24 | 6,500 | D |
| Class A Common | 03/30/2007 | S | 1,400 | D | \$ 33.23 | 5,100 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.22 | 5,000 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.21 | 4,600 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.2 | 4,600 | D |
| Class A Common | 03/30/2007 | S | 100 | D | \$ 33.19 | 4,500 | D |
| Class A Common | 03/30/2007 | S | 200 | D | \$ 33.18 | 4,300 | D |
| Class A Common | 03/30/2007 | S | 200 | D | \$ 33.17 | 4,100 | D |
| Class A Common | 03/30/2007 | S | 300 | D | \$ 33.16 | 3,800 | D |
| | 03/30/2007 | S | 200 | D | \$ 33.13 | 3,600 | D |

Class A
Common

Class A Common 03/30/2007 S 200 D \$ 33.11 3,400 D

Class A Common 03/30/2007 S 300 D \$ 33.1 3,100 D

Class A Common 03/30/2007 S 200 D \$ 33.07 2,900 D

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.

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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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (Right to Buy) | \$ 23.334 | 03/30/2007 | | M | 1,000 | 01/01/2005 04/02/2007 | Class A Common | 5,000 |
| Stock Option (Right to Buy) | \$ 29.3 | 03/30/2007 | | M | 5,000 | 01/01/2006 04/02/2007 | Class A Common | 5,000 |
| Stock Option (Right to Buy) | \$ 17.545 | 03/30/2007 | | M | 4,000 | 01/01/2003 04/02/2007 | Class A Common | 4,000 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

Other

HALL ROBERT H
C/O THE BOSTON BEER COMPANY
ONE DESIGN CENTER PLACE, SUITE 850
BOSTON, MA, X1 02210

V.P. of Brand Development

Signatures

Robert H. Hall

04/03/2007

**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:

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