Edgar Filing: BOSTON BEER CO INC - Form 4

Check this box if no longer subject to Section 16. SECURITIES NUMBERSHIP OF Section 16. SECURITIES NUMBERSHIP OF Section 16. Number: Lanuary 3 Expires: January 3 200 Estimated average burden hours per	BOSTON B Form 4	EER CO INC										
Check this box Washington, D. C. 20549 Wumber: January 3 Expires: January 3 Expire		ЛЛ									OMB A	PPROVAL
Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section any continue. See Instruction 10. Name and Address of Reporting Person. ¹ 1. Name and Address of Reporting Person. ¹ 2. Issuer Name and Ticker or Trading Symbol BOSTON BEER 02/28/2014 (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) COMPANY, ONE DESIGN CENTER PLACE, SUITE 850 (City) (State) (Zip) Table 1 - Non-Derivative Securities Acquired 0. Individual or Joint/Group Filing(Check Applicable Line) 2. Form filed by One Reporting Person Person (City) (State) (Zip) Table 1 - Non-Derivative Securities Acquired, 5. Anount of Code (Instr. 3, 4 and 5) (Instr. 4) (Instr. 4) (Instr. 4) (Check all applicable Line) 2. Form filed by One Reporting Person Person (City) (State) (Zip) Table 1 - Non-Derivative Securities Acquired, 5. Norunot of (Instr. 4) (Instr. 5) (Instr. 5) (Instr. 5) (Instr. 5) (Instr. 5) (Instr. 4) (Instr. 4) (Instr. 5) (Instr. 5) (Instr. 5) (Instr. 5) (Instr. 5)						ANGE C	OMMISSION		3235-0287			
obligations may continue. See Instruction 1(b). 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) 30(h) of the Investment Company Act of 1940 1. Name and Address of Reporting Person ⁺ KOCH C JAMES 2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to Issuer (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) (Check all applicable) C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, SUITE 850 02/28/2014 -X	if no longer subject to Section 16. Form 4 or			F CHAN	IGES SEC	IN CUF	BENER	FICL			Expires: Estimated burden hou	urs per
KOCH C JAMES Symbol Issuer Issuer Issuer BOSTON BEER CO INC [SAM] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Check all applicable) C/O THE BOSTON BEER 02/28/2014 —X_Director _X_10% Owner C/O THE BOSTON BEER 02/28/2014 —X_Officer (give titleOther (specify below) CMONTARY, ONE DESIGN 02/28/2014 —X_Officer (give titleOther (specify below) COMPANY, ONE DESIGN 4. If Amendment, Date Original Filed(Month/Day/Year) 6. Individual or Joint/Group Filing(Check Applicable Line) Securities Acquired 5. Mount on One Reporting Person BOSTON, MA 02210 Table I - Non-Derivative Securities Acquired 5. Amount of 6. 7. Nature of Code (Instr. 3, 4 and 5) (City) (State) (Zip) Table I - Non-Derivative Securities Acquired (I) 5. Amount of 6. 7. Nature of Code (Instr. 3, 4 and 5) (Instr. 3) (Month/Day/Year) 3. 4. Securities Acquired (I) 5. Amount of 6. 7. Nature of Code (Instr. 3, 4 and 5) (Instr. 3) (Month/Day/Year) (A mount (D) Price (Instr. 4) (Instr. 4) (Class A 02/28/2014 S(1)	may con <i>See</i> Instr 1(b).	tinue. Section 17(•		•	-	•		n	
(Last) (First) (Middle) 3. Date of Earliest Transaction				Symbol					-	Issuer		
Filed(Month/Day/Year) Applicable Line) X_ Form filed by One Reporting Person BOSTON, MA 02210 City Applicable Line) X_ Form filed by One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. 7. Nature of Security (Month/Day/Year) Execution Date, if any 3. 4. Securities Acquired 5. Amount of 6. 7. Nature of Obvious (Month/Day/Year) (Month/Day/Year) 3. 4. Securities Acquired 5. Amount of 6. 7. Nature of Code V Amount 0 Direct (D) Ownership Indirect Beneficial Owned Direct (D) Ownership Following or Indirect Indirect Code V Amount (D) Price 28 434 D	(Last) (First) (Middle) 3. Date of (Month/J C/O THE BOSTON BEER 02/28/2 COMPANY, ONE DESIGN				of Earliest Transaction /Day/Year)					_X_ Director _X_ 10% Owner _X_ Officer (give title Other (specify below) below)		
1.Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) 3. 4. Securities Acquired Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) 5. Amount of Securities 6. 7. Nature of Ownership 0wnership (Month/Day/Year) Execution Date, if any (Month/Day/Year) 3. 4. Securities Acquired Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) 5. Amount of Securities 6. 7. Nature of Ownership 0wnership (Month/Day/Year) Instr. 8) Owned Ownership Following Direct (D) (Instr. 4) Ownership Following (A) or Code V Amount (D) Price (Instr. 3 and 4) 100 P	BOSTON,						-	al		Applicable Line) _X_ Form filed by C Form filed by M	One Reporting P	erson
Security (Instr. 3) (Month/Day/Year) Execution Date, if any Transactior(A) or Disposed of (D) Code Securities Ownership Indirect (Instr. 3) (Month/Day/Year) (Instr. 8) Code (Instr. 3, 4 and 5) Beneficially Ownership Beneficially (Month/Day/Year) (Month/Day/Year) (Instr. 8) Ownership Form: Beneficially (Month/Day/Year) (Instr. 8) Ownership Indirect Ownership Ownership (Instr. 4) (Instr. 8) Ownership Indirect Ownership Ownership (Instr. 4) (Instr. 4) Ownership Indirect Ownership Ownership (Instr. 3) Or Ownership Indirect Ownership Ownership (Instr. 4) Over the or Ownership Indirect Instr. 4) (Instr. 3) Over the or Over the or Instr. 4) Instr. 4) (Instr. 3) Over the or Over the or Instr. 4) Instr. 4) (Instr. 3) Over the or Over the or Instr. 3) Instr. 4) (Instr. 3) Over the or Over the or	(City)	(State)	(Zip)	Tab	le I - N	on-I	Derivative	Secu	rities Acq	uired, Disposed of	, or Beneficia	lly Owned
(1)/(28/2014) $S(1) = 100 = 10 = 28.434 = 10$	Security		Execution any	Date, if	Transa Code (Instr.	8)	on(A) or Di (Instr. 3,	4 and (A) or	d of (D) 5)	Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form: Direct (D) or Indirect (I)	Indirect Beneficial Ownership
		02/28/2014			S <u>(1)</u>		100	D		28,434	D	
Class A Common 02/28/2014 $S_{\underline{(1)}} 100 D \frac{\$}{233.81} 28,334 D$		02/28/2014			S <u>(1)</u>		100	D		28,334	D	
$\begin{array}{c} Class A \\ Common \end{array} 02/28/2014 \qquad \qquad S_{\underline{(1)}} \qquad 700 D \begin{array}{c} \$ \\ 235.87 27,634 \\ \underline{(2)} \end{array} D \end{array}$		02/28/2014			S <u>(1)</u>		700	D	235.87	27,634	D	
Class A Common 02/28/2014 S ⁽¹⁾ 100 D ^{\$} 236.95 27,534 D 135,000 I		02/28/2014			S <u>(1)</u>		100	D				

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Class A Common			By Spouse in Trust under GRAT
Class A Common	23,486	I	Custodian for children under UGTMA
Class A Common	3,656	Ι	By spouse as custodian for children under UGTMA
Class A Common	2,532	I	By spouse in trust for children
Class A Common	44,248	Ι	By LLC managed by spouse

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.

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)	4. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210	Х	Х	Chairman				
Signatures							
Kathleen H. Wade under POA for the benefit of Koch	5	03/03/2014					
**Signature of Reporting Person			Date				
Evaluation of Decreases.							

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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 14, 2013.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 700 shares is
- (2) from \$235.54 to \$236.35. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.