#### **BOSTON BEER CO INC**

Form 4

January 06, 2016

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**OMB** 3235-0287 Number:

**OMB APPROVAL** 

January 31, Expires: 2005

Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or

**SECURITIES** Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue.

Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Add Geist John C	lress of Reporti	ng Person *	2. Issuer Name and Ticker or Trading Symbol POSTON REED CO INC IS A MI	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last)	(First)	(Middle)	BOSTON BEER CO INC [SAM]  3. Date of Earliest Transaction			
C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE			(Month/Day/Year) 01/05/2016	Director 10% OwnerX Officer (give title Other (specify below) Chief Sales Officer		
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line)		

BOSTON, MA, X1 02210

Form filed by More than One Reporting

\_X\_ Form filed by One Reporting Person

(City)	(State)	(Zip) Tabl	e I - Non-E	Derivative	Securi	ities Acqui	red, Disposed of,	or Beneficially	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	nor Dispos (Instr. 3, 4	ed of (4 and 5 (A) or		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)
Class A Common	01/05/2016		Code V $M_{\underline{(1)}}^{(1)}$	Amount 24,000	(D)	Price \$ 95.09 (2)	24,443 (3)	D	
Class A Common	01/05/2016		S <u>(1)</u>	7,400	D	\$ 194.45 (2)	17,043 (3)	D	
Class A Common	01/05/2016		S <u>(1)</u>	5,100	D	\$ 194.97 (4)	11,943 (3)	D	
Class A Common	01/05/2016		S <u>(1)</u>	7,800	D	\$ 196.4 (5)	4,143 (3)	D	

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Class A Common	01/05/2016	S(1)	2,500	D	\$ 197.34 1,643 (3) (6)	D
Class A Common	01/05/2016	S(1)	1,200	D	\$ 199.1 443 (3)	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.

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. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	exative Expiration Date (Month/Day/Year) irred (A) exposed of E. 3, 4,		7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Stock Option (Right to	\$ 95.09	01/05/2016		M	24,000	01/01/2016(8)	12/31/2020	Class A Common	24,000

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
Geist John C						
C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE			Chief Sales Officer			

BOSTON, MA, X1 02210

## **Signatures**

Buy)

Kathleen H. Wade under POA for the benefit of John C.
Geist
01/06/2016

\*\*Signature of Reporting Person Date

Reporting Owners 2

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### **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 transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 9, 2015.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 7,400 shares (2) is from \$193.79 to \$194.76. 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.
- (3) The shares reported include 293 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 5,100 shares (4) is from \$194.79 to \$195.25. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 7,800 shares (5) is from \$196.04 to \$197.00. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,500 shares (6) is from \$197.08 to \$197.50. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,200 shares (7) is from \$199.02 to \$199.14. 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.
- (8) The option vests in five installments; the first vested on January 1, 2016. The remaining installments will vest on January 1 in each of the years 2017-2020, 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. 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.