

BOSTON BEER CO INC  
Form 4  
June 14, 2005

**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 \*  
ROPER MARTIN F

2. Issuer Name and Ticker or Trading Symbol  
BOSTON BEER CO INC [SAM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O THE BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET

3. Date of Earliest Transaction (Month/Day/Year)  
06/13/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President and C.E.O.

(Street)  
BOSTON, MA 02166

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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)	
				Code	V	Amount				(A) or (D)
Class A Common	06/10/2005		M			12,900	\$ 9.53	12,900	D	
Class A Common	06/13/2005		S			1,600	\$ 22.7	11,300	D	
Class A Common	06/13/2005		S			200	\$ 22.72	11,100	D	
Class A Common	06/13/2005		S			1,000	\$ 22.73	10,100	D	
Class A Common	06/13/2005		S			200	\$ 22.75	9,900	D	

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Class A Common	06/13/2005	S	4,000	D	\$ 22.83	3,800	D
Class A Common	06/13/2005	S	1,000	D	\$ 22.9	2,800	D
Class A Common	06/13/2005	S	1,000	D	\$ 22.95	1,000	D
Class A Common	06/13/2005	S	700	D	\$ 23	3,200	D
Class A Common	06/13/2005	S	300	D	\$ 23.05	2,900	D
Class A Common	06/13/2005	S	2,600	D	\$ 23	300	D
Class A Common	06/13/2005	S	300	D	\$ 23.01	0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 9.53	06/13/2005		D	12,900	01/01/2003 10/19/2007	Class A Common	70,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROPER MARTIN F	X		President and C.E.O.	

C/O THE BOSTON BEER COMPANY, INC.  
75 ARLINGTON STREET  
BOSTON, MA 02166

## Signatures

Kathleen H. Wade under POA for the benefit of Martin F.  
Roper

06/14/2005

\_\_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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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