Edgar Filing: BOSTON BEER CO INC - Form 4

| BOSTON E Form 4 | BEER CO INC | | | | | | | | | | | | |
|---|---|------------------|--|-------------------------|-----------|--|-----------|--------------|---|----------------------|--------------------------|--|--|
| June 20, 20 | 14 | | | | | | | | | | | | |
| FURIM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION | | | | | | | | | | | OMB APPROVAL | | |
| | | | | | , D.C. 20 | | | | OMB Number: | 3235-0287 | | | |
| Check t if no lor | loer | IENT OF | СЦАХ | JCES I | NT | DENIEL | ICL | | NERSHIP OF | Expires: | January 31, 2005 | | |
| subject Section | 10 | IENI OF | CHAP | | | BEREF | ICI/ | | VERSHIF OF | Estimated burden hou | | | |
| Form 4 | or | ~ | | | | ~ . | | _ | | response | • | | |
| Form 5 obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section | | | | | | | | | | | | | |
| may con See Inst | nunue. | | | • | | • | - | ct of 194 | | | | | |
| 1(b). | | | | | | | | | | | | | |
| (Print or Type | Responses) | | | | | | | | | | | | |
| 1. Name and KOCH C J | er Name and Ticker or Trading | | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | | | | |
| | | | Symbol BOST(| TON BEER CO INC [SAM] | | | | | (Check all applicable) | | | | |
| | | | | of Earliest Transaction | | | | | | | | | |
| C/O THE I | BOSTON BEER | | (Month/1 06/19/2 | Day/Year) 2014 | | | | | X Director X Officer (give | title Oth | % Owner her (specify | | |
| | Y, ONE DESIGN PLACE, SUITE 8 | | | | | | | | below) | below) Chairman | | | |
| | endment, Date Original | | | | | 6. Individual or Joint/Group Filing(Check | | | | | | | |
| Filed(Mo BOSTON, MA 02210 | | | | nth/Day/Year) | | | | | Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting | | | | |
| | | | | | | | | | Person | | | | |
| (City) | (State) | (Zip) | | le I - Non | ı-D | | | - | uired, Disposed of | f, or Beneficia | lly Owned | | |
| 1.Title of Security | 2. Transaction Date (Month/Day/Year) | | | 3. Transact | tio | 4. Securi n(A) or Di | | | 5. Amount of Securities | 6. Ownership | 7. Nature of Indirect | | |
| (Instr. 3) | | any (Month/Da | Code (Instr. 3, 4 and 5) y/Year) (Instr. 8) | | | | | | Beneficially Owned | Form: Direct (D) | Beneficial Ownership | | |
| | | (Wond) Da | y/ 1 cai) | (msu. o) | , | | | | Following | or Indirect | (Instr. 4) | | |
| | | | | | | | (A) or | | Reported Transaction(s) | (I) (Instr. 4) | | | |
| | | | | Code V | V | Amount | | Price | (Instr. 3 and 4) | | | | |
| Class A | 06/19/2014 | | | S (1) | | 800 | D | \$ 224.23 | 100,832 | D | | | |
| Common | 00,17,2011 | | | _ | | 000 | P | (2) (2) | 100,002 | D | | | |
| Class A | | | | | | | | \$ | | | | | |
| Common | 06/19/2014 | | | S <u>(1)</u> | | 2,100 | D | 225.71 (3) | 98,732 | D | | | |
| | | | | | | | | \$ | | | | | |
| Class A Common | 06/19/2014 | | | S <u>(1)</u> | | 1,100 | D | 226.79 | 97,632 | D | | | |
| | | | | | | | | <u>(4)</u> | 105 000 | - | D G | | |
| Class A | | | | | | | | | 135,000 | Ι | By Spouse | | |

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| Common | | | in Trust under GRAT |
|-------------------|--------|---|---|
| Class A Common | 44,248 | Ι | By LLC managed by spouse |
| Class A Common | 23,486 | I | Custodian for children under UGTMA |
| Class A Common | 5,000 | Ι | By Trust as Trustee |
| Class A Common | 3,656 | I | By spouse as custodian for children under UGTMA |
| Class A Common | 2,532 | Ι | By spouse in trust for children |
| | | | |

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 | Amou Unde Secur | le and int of rlying ities . 3 and 4) | 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 | C. James | i | 06/20/2014 | | | | |
| <u>**</u> 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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on May 15, 2014.

The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 800 shares is(2) from \$223.78 to \$224.50. 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 2,100 shares(3) is from \$225.10 to \$226.00. 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 1,100 shares(4) is from \$226.52 to \$227.00. 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.

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.