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

Form 4

November 06, 2014

## FORM 4

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

**OMB** 3235-0287

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Number: January 31, Expires: 2005

0.5

**OMB APPROVAL** 

Form 4 or Form 5 obligations may continue.

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

burden hours per response...

Estimated average

See Instruction 1(b).

(Last)

(Print or Type Responses)

1. Name and Address of Reporting Person \* Wade Kathleen H

(First)

(Street)

(State)

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

(Middle)

(Zip)

**BOSTON BEER CO INC [SAM]** 

(Check all applicable)

VP - Legal and Secretary

C/O THE BOSTON BEER

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

Director 10% Owner X\_ Officer (give title Other (specify below)

COMPANY, INC., 1 DESIGN CENTER PL., SUITE 850

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Filed(Month/Day/Year)

11/05/2014

Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

BOSTON, MA 02210

(City)

Table 1 1 (on Berryalive Securities 1).	Table 1 Non Berryadive Securities Required, Disposed oi, of Beneficiary Switch									
1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities	5. Amount of 6. Ownership 7. Nature of									
Security (Month/Day/Year) Execution Date, if TransactionAcquired (A) or	Securities Form: Direct Indirect									
(Instr. 3) any Code Disposed of (D)	Beneficially (D) or Beneficial									
(Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5)	Owned Indirect (I) Ownership									
	Following (Instr. 4) (Instr. 4)									
	Reported									
(A)	Transaction(s)									
or On the second of the second	(Instr. 3 and 4)									
Code V Amount (D) Price										
Class A 11/05/2014 S 600 D \$	10,041 (1) D									
Common 250	10,041 <u>(*)</u> D									
Class A Common S 650 D \$ 252	9,391 (1) D									
Common 252	9,391 <u>(1)</u>									

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration D	ate	Amoun	t of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A manuat		
									Amount		
						Date	Expiration		Or Number		
						Exercisable	Date		Number		
				C + V	(A) (D)				of		
				Code V	(A) (D)				Shares		

# **Reporting Owners**

Relationships Reporting Owner Name / Address Officer Other Director 10% Owner

Wade Kathleen H C/O THE BOSTON BEER COMPANY, INC. 1 DESIGN CENTER PL., SUITE 850 BOSTON, MA 02210

VP - Legal and Secretary

## **Signatures**

Kathleen H. 11/06/2014 Wade

\*\*Signature of Date Reporting Person

## **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 shares reported include 1,856 shares of restricted stock subject to vesting conditions.

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.

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