BOSTON BEER CO INC

Form 4

November 12, 2014

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

OMB APPROVAL

3235-0287

Expires:

January 31, 2005

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if no longer subject to Section 16. Form 4 or Form 5 obligations may continue.

Check this box

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

1(b).

Common

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person * URICH WILLIAM 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)			
COMPANY,	(First) (Middle) E BOSTON BEER NY, INC., ONE DESIGN R PLACE, SUITE 850		3. Date of Earliest Transaction (Month/Day/Year) 11/10/2014	Director 10% Owner X Officer (give title Other (specify below)			
BOSTON, MA	(Street) A 02210		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City)	(State)	(Zip) Tabl	le I - Non-D	erivative)	Secur	rities Acqu	ired, Disposed of	, or Beneficiall	y 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 on(A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		
Class A Common	11/10/2014		M(1)	4,198	A	\$ 24.95	8,227 (2)	D	
Class A Common	11/10/2014		M(1)	802	A	\$ 35.98	9,029 (2)	D	
Class A Common	11/10/2014		S <u>(1)</u>	4,000	D	\$ 260.21 (3)	5,029 (2)	D	
Class A	11/10/2014		S(1)	1,000	D	\$ 261	4,029 (2)	D	

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

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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 out 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Class A Common Stock Option	\$ 24.95	11/10/2014		M	4,198	01/01/2011(4)	12/31/2015	Class A Common	10,000
Class A Common Stock Option	\$ 35.98	11/10/2014		M	802	01/01/2012(5)	12/31/2016	Class A Common	9,000

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

URICH WILLIAM F C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210

Chief Financial Officer

Signatures

William F. 11/12/2014 Urich

**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).

Reporting Owners 2

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- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 8, 2014
- (2) The shares reported include 702 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 4,000 shares
- (3) is from \$260.00 to 260.75. 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.
- (4) The contingent option vested in five equal installments: the first on May 1, 2007 and the last on January 1, 2011.
- (5) The contingent option vested in five equal installments: the first on March 1, 2008 and the last on January 1, 2012.

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.