

BOSTON BEER CO INC  
 Form 4  
 November 12, 2014

**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 \*  
**URICH WILLIAM F**  
  
 (Last) (First) (Middle)  
**C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850**  
  
 (Street)  
**BOSTON, MA 02210**  
  
 (City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
**11/10/2014**

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

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 \_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
**Chief Financial Officer**

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

**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 Ownership (Instr. 4)	
				Code	V	Amount				(A) or (D)
Class A Common	11/10/2014		M <sup>(1)</sup>		4,198	A	\$ 24.95	8,227 <sup>(2)</sup>	D	
Class A Common	11/10/2014		M <sup>(1)</sup>		802	A	\$ 35.98	9,029 <sup>(2)</sup>	D	
Class A Common	11/10/2014		S <sup>(1)</sup>		4,000	D	\$ 260.21 <sup>(3)</sup>	5,029 <sup>(2)</sup>	D	
Class A Common	11/10/2014		S <sup>(1)</sup>		1,000	D	\$ 261	4,029 <sup>(2)</sup>	D	



## Edgar Filing: BOSTON BEER CO INC - Form 4

- (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.