

BOSTON BEER CO INC  
Form 4  
December 19, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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)

3. Date of Earliest Transaction (Month/Day/Year)  
12/18/2014

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

C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850

(Street)

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

BOSTON, MA 02210

(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)
Class A Common	12/18/2014		M <sup>(1)</sup>	5,000 A	\$ 22.425 6,030	D	
Class A Common	12/18/2014		S <sup>(1)</sup>	100 D	\$ 287.3 5,930	D	
Class A Common	12/18/2014		S <sup>(1)</sup>	640 D	\$ 289.16 5,290	D	
Class A Common	12/18/2014		S <sup>(1)</sup>	644 D	\$ 289.96 4,646	D	

Edgar Filing: BOSTON BEER CO INC - Form 4

Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	955	D	\$ 291.04 <u>(4)</u>	3,691	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	419	D	\$ 292.01 <u>(5)</u>	3,272	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	437	D	\$ 293.19 <u>(6)</u>	2,835	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	329	D	\$ 294.63 <u>(7)</u>	2,506	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	100	D	\$ 295.4	2,406	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	788	D	\$ 297.23 <u>(8)</u>	1,618	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	484	D	\$ 298.04 <u>(9)</u>	1,134	D
Class A Common	12/18/2014	<u>S<sup>(1)</sup></u>	104	D	\$ 298.91 <u>(10)</u>	1,030	D

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.**

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. 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)
	\$ 22.425	12/18/2014		M	5,000	05/01/2008 <sup>(11)</sup> 06/27/2015	

Class A  
Common  
Stock  
Option

Class A  
Common

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROPER MARTIN F C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210	X		President and C.E.O.	

## Signatures

Michael Andrews under POA for the benefit of Martin F.  
Roper

12/19/2014

\_\_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 August 5, 2014.
- (2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 640 shares is from \$288.62 to \$289.50. 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.
- (3) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 644 shares is from \$289.68 to \$290.10. 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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 955 shares is from \$290.70 to \$291.50. 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.
- (5) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 419 shares is from \$291.96 to \$292.07. 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.
- (6) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 437 shares is from \$293.00 to \$293.50. 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.
- (7) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 329 shares is from \$294.37 to \$294.75. 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.
- (8) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 788 shares is from \$296.69 to \$297.66. 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.
- (9) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 484 shares is from \$297.75 to \$298.20. 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.

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

The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 104 shares  
**(10)** is from \$298.91 to \$298.95. 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.

**(11)** The option vested in two installments: the first on May 1, 2008 and the second on May 1, 2010.

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.