

BOSTON BEER CO INC
Form 4
March 13, 2017

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 *
Fisher Cynthia A

(Last) (First) (Middle)
186 PARK STREET
(Street)
NEWTON, MA 02458
(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
03/10/2017

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)

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 Indirect Ownership (Instr. 4) | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|--|
| | | | | (A) or (D) | Price | | | |
| Class A Common | 03/10/2017 | | S ⁽¹⁾ | 2,468 D | \$ 146.8 (2) | 6,032 | I | By Foundation managed by Reporting Person's Spouse |
| Class A Common | 03/10/2017 | | S ⁽¹⁾ | 400 D | \$ 147.68 (3) | 5,632 | I | By Foundation managed by Reporting Person's Spouse |

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| | | | | | | | | |
|-------------------|------------|-------------------------|-------|---|----------------------------|--------|---|---|
| Class A Common | 03/10/2017 | <u>S</u> ⁽¹⁾ | 2,288 | D | \$ 149.14 <u>(4)</u> | 3,344 | I | By Foundation managed by Reporting Person's Spouse |
| Class A Common | 03/10/2017 | <u>S</u> ⁽¹⁾ | 424 | D | \$ 149.69 <u>(5)</u> | 2,920 | I | By Foundation managed by Reporting Person's Spouse |
| Class A Common | 03/10/2017 | <u>S</u> ⁽¹⁾ | 820 | D | \$ 151.82 <u>(6)</u> | 2,100 | I | By Foundation managed by Reporting Person's Spouse |
| Class A Common | 03/10/2017 | <u>S</u> ⁽¹⁾ | 100 | D | \$ 152.55 | 2,000 | I | By Foundation managed by Reporting Person's Spouse |
| Class A Common | | | | | | 27,437 | I | By LLC managed by Reporting Person <u>(7)</u> |
| Class A Common | | | | | | 23,486 | I | By spouse as custodian for children under UGTMA |
| Class A Common | | | | | | 3,656 | I | Custodian for children under UGTMA |
| Class A Common | | | | | | 2,532 | I | As trustee in trust for children |
| Class A Common | | | | | | 44,248 | I | By LLC managed by Reporting Person <u>(8)</u> |

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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Fisher Cynthia A 186 PARK STREET NEWTON, MA 02458 | | X | | |

Signatures

Michael G. Andrews under POA for the benefit of Cynthia A. Fisher
03/13/2017

__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 shares are held by a Foundation managed by the Reporting Person's Spouse. The Reporting Person serves on the Board of Directors of the Foundation, but expressly disclaims beneficial ownership of the shares.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,468 shares is from \$146.45 to \$147.40. 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 400 shares is from \$147.45 to \$147.95. 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.
- (4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,288 shares is from \$148.50 to \$149.45. The Filing Person will provide full information regarding the number of shares sold at each separate price

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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 424 shares is from \$149.50 to \$149.80. 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 820 shares is from \$151.50 to \$152.20. 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.

(7) The shares are held by West Summit Grand LLC, a limited liability company managed by the Reporting Person. The Reporting Person expressly disclaims beneficial ownership of the securities except to the extent of her pecuniary interest therein.

(8) The shares are held by an LLC managed by the Reporting Person and owned by Trusts established for the benefit of the Reporting Person's children and the Reporting Person's spouse's children. The Reporting Person is the Trustee or Co-Trustee for each Trust.

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.