

Geist John C
Form 4
January 04, 2011

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 *
Geist John C

(Last) (First) (Middle)

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

(Street)

BOSTON, MA, X1 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)
01/01/2011

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)
VP of Sales

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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Class A Common | 01/01/2011 | | M | 330 | A \$ 14.97 | 330 | D |
| Class A Common | 01/01/2011 | | M | 162 | A \$ 21.588 | 492 | D |
| Class A Common | 01/01/2011 | | M | 155 | A \$ 22.59 | 647 | D |
| Class A Common | 01/01/2011 | | M | 205 | A \$ 17.04 | 852 | D |
| Class A Common | 01/01/2011 | | M | 125 | A \$ 27.96 | 977 | 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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(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) | | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|--------|---|-----------------|----------------|----------------------------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Restricted Stock Purchase | \$ 14.97 | 01/01/2011 | | M | | | 330 | <u>(1)</u> | <u>(1)</u> | Class A Common | 1,649 |
| Restricted Stock Purchase | \$ 21.588 | 01/01/2011 | | M | | | 162 | <u>(1)</u> | <u>(1)</u> | Class A Common | 810 |
| Restricted Stock Purchase | \$ 22.59 | 01/01/2011 | | M | | | 155 | <u>(1)</u> | <u>(1)</u> | Class A Common | 774 |
| Restricted Stock Purchase | \$ 17.04 | 01/01/2011 | | M | | | 205 | <u>(1)</u> | <u>(1)</u> | Class A Common | 1,026 |
| Restricted Stock Purchase | \$ 27.96 | 01/01/2011 | | M | | | 125 | <u>(1)</u> | <u>(1)</u> | Class A Common | 625 |
| Stock Options (Right to Buy) | \$ 95.09 | 01/01/2011 | | A | | | 80,000 | <u>(2)</u> | 12/31/2020 | Class A Common | 80,000 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Geist John C
C/O THE BOSTON BEER COMPANY, INC.
ONE DESIGN CENTER PLACE

VP of Sales

BOSTON, MA, X1 02210

Signatures

Kathleen H. Wade under POA for the benefit of John C.
Geist

01/04/2011

__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) Restricted Stock Purchase pursuant to the Investment Share Program under the Issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.
- (2) So long as the Reporting Person continues to be employed by the Company on the applicable vesting date, 48,000 shares shall vest on January 1, 2016, and 8,000 shares shall vest on January 1 in each of the years 2017, 2018, 2019 and 2020.

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.