

KOCH C JAMES  
Form 4  
September 19, 2018

# 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 \*  
KOCH C JAMES

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, 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)  
09/19/2018

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)  
Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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		
				Code	V	Amount	
Class A Common	09/19/2018		S <sup>(1)</sup>	699	D	\$ 306.4 <sup>(2)</sup>	42,673 <sup>(3)</sup> D
Class A Common	09/19/2018		S <sup>(1)</sup>	200	D	\$ 307.33 <sup>(4)</sup>	42,473 <sup>(3)</sup> D
Class A Common	09/19/2018		S <sup>(1)</sup>	475	D	\$ 308.27 <sup>(5)</sup>	41,998 <sup>(3)</sup> D
Class A Common	09/19/2018		S <sup>(1)</sup>	100	D	\$ 309	41,898 <sup>(3)</sup> D

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Class A Common	09/19/2018	S <sup>(1)</sup>	1,226	D	\$ 310.11 (6)	40,672 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	100	D	\$ 311	40,572 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	100	D	\$ 312	40,472 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	1,100	D	\$ 313.2 (7)	39,372 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	1,000	D	\$ 314.41 (8)	38,372 (3)	D	
Class A Common						44,248	I	By LLC managed by spouse
Class A Common						23,486	I	Custodian for children under UGTMA
Class A Common						23,000	I	By Foundation managed by Reporting Person
Class A Common						5,000	I	By Trust as Trustee
Class A Common						3,565	I	By spouse as custodian for children under UGTMA
Class A Common						2,532	I	By spouse in trust for children

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)



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The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,100 shares is from \$313.00 to \$313.93. The Reporting 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 1,000 shares is from \$314.05 to \$314.45. The Reporting 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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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