

BOSTON BEER CO INC
 Form 4
 September 14, 2016

FORM 4

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

OMB APPROVAL

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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

(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)
09/13/2016

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)
President and C.E.O.

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)
Class A Common	09/13/2016		M ⁽¹⁾	10,000 A	\$ 43.55 42,273	D	
Class A Common	09/13/2016		S ⁽¹⁾	600 D	\$ 162.61 41,673 ⁽²⁾	D	
Class A Common	09/13/2016		S ⁽¹⁾	1,500 D	\$ 163.84 40,173 ⁽³⁾	D	
Class A Common	09/13/2016		S ⁽¹⁾	2,102 D	\$ 38,071 164.72	D	

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Class A Common	09/13/2016	<u>S⁽¹⁾</u>	1,400	D	<u>(4)</u> \$ 165.64	36,671	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	1,300	D	<u>(5)</u> \$ 167.53	35,371	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	1,458	D	<u>(6)</u> \$ 168.42	33,913	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	400	D	<u>(7)</u> \$ 170.1	33,513	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	640	D	<u>(8)</u> \$ 171.09	32,873	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	400	D	<u>(9)</u> \$ 172.85	32,473	D
Class A Common	09/13/2016	<u>S⁽¹⁾</u>	200	D	<u>(10)</u> \$ 173.84	32,273	D
					<u>(11)</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.

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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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nur Sha
Class A Common Stock Option	\$ 43.55	09/13/2016		<u>M⁽¹⁾</u>	10,000	08/13/2013 ⁽¹⁾	08/11/2017 ⁽¹⁾	Class A Common	18

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

09/14/2016

__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 transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on July 29, 2016. The Rule 10b5-1 trading plan and the transactions contemplated thereby were approved by unanimous consent of the Class B Stockholders of the Company.
- (2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is from \$162.11 to \$163.06. 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 1,500 shares is from \$163.25 to \$164.20. 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.
- (4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,102 shares is from \$164.31 to \$165.29. 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 1,400 shares is from \$165.37 to \$166.23. 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 1,300 shares is from \$166.94 to \$167.89. 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 1,458 shares is from \$168.03 to \$168.84. 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 400 shares is from \$169.56 to \$170.55. 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 640 shares is from \$170.58 to \$171.43. 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.
- (10) 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 \$172.48 to \$173.43. 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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 200 shares is from \$173.62 to \$174.06. 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.

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