

MARTIN MONICA M
Form 4
November 10, 2005

FORM 4

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

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
MARTIN MONICA M

(Last) (First) (Middle)

C/O BOSTON BEER COMPANY,
INC., 75 ARLINGTON STREET

(Street)

BOSTON, MA, X1 02116

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

BOSTON BEER CO INC [SAM]

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

11/09/2005

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

Dir. of Finance & Controller

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)
			Code	V	Amount	(A) or (D)	Price		
Class A Common	11/09/2005		M		1,600	A	\$ 8.8437	2,796	D
Class A Common	11/09/2005		M		1,200	A	\$ 17.545	3,996	D
Class A Common	11/09/2005		M		1,000	A	\$ 14.47	4,996	D
Class A Common	11/09/2005		M		1,500	A	\$ 18.465	6,496	D
Class A Common	11/09/2005		S		300	D	\$ 26.38	6,196	D

Edgar Filing: MARTIN MONICA M - Form 4

Class A Common	11/09/2005	S	148	D	\$ 26.39	6,048	D
Class A Common	11/10/2005	S	5,300	D	\$ 26	748	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)	8. Amount or Number of Shares	9. Exercise Price
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option (Right to Buy)	\$ 8.8437	11/09/2005		M	1,600	<u>(1)</u>	12/31/2010	Class A Common	2,000 \$
Stock Option (Right to Buy)	\$ 17.545	11/09/2005		M	1,200	<u>(2)</u>	12/31/2011	Class A Common	2,000 \$
Stock Option (Right to Buy)	\$ 14.47	11/09/2005		M	1,000	<u>(3)</u>	12/31/2012	Class A Common	2,500 \$
Stock Option (Right to Buy)	\$ 18.465	11/09/2005		M	1,500	<u>(4)</u>	12/31/2013	Class A Common	7,500 \$

Reporting Owners

Reporting Owner Name / Address

Relationships

Edgar Filing: MARTIN MONICA M - Form 4

Director 10% Owner Officer

Other

MARTIN MONICA M
C/O BOSTON BEER COMPANY, INC.
75 ARLINGTON STREET
BOSTON, MA, X1 02116

Dir. of Finance & Controller

Signatures

Monica M.
Martin

11/10/2005

____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) Of this 2,000 stock option grant, the remaining 400 shares will vest on 1/1/06.
- (2) Of this 2,000 option grant, the 400 shares will vest on 1/1/06 and 1/1/07.
- (3) Of this 2,500 option grant, 500 shares will vest on 1/1/06, 1/1/07, and 1/1/08.
- (4) Of this 7,500 option grant, 1,500 shares will vest on 1/1/06, 1/1/07, 1/1/08 and 1/1/09.

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.