

BOSTON BEER CO INC

Form 4

March 27, 2006

**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 \*  
**KOCH C JAMES**

(Last) (First) (Middle)

**C/O THE BOSTON BEER  
COMPANY, 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)

**03/23/2006**

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)  
☒ 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	03/23/2006		M		4,000	A	\$ 8.8437 388,205
Class A Common	03/23/2006		M		1,000	A	\$ 11.7622 389,205
Class A Common	03/23/2006		S		200	D	\$ 27.06 389,005
Class A Common	03/23/2006		S		2,400	D	\$ 27.05 386,605
Class A Common	03/23/2006		S		200	D	\$ 27 386,405

Edgar Filing: BOSTON BEER CO INC - Form 4

Class A Common	03/23/2006	S	100	D	\$ 26.99	386,305	D
Class A Common	03/23/2006	S	100	D	\$ 26.98	386,205	D
Class A Common	03/23/2006	S	300	D	\$ 26.97	385,905	D
Class A Common	03/23/2006	S	100	D	\$ 26.95	385,805	D
Class A Common	03/23/2006	S	100	D	\$ 26.94	385,705	D
Class A Common	03/23/2006	S	200	D	\$ 26.93	385,505	D
Class A Common	03/23/2006	S	300	D	\$ 26.92	385,205	D
Class A Common	03/23/2006	S	400	D	\$ 26.91	384,805	D
Class A Common	03/23/2006	S	500	D	\$ 26.9	384,305	D
Class A Common	03/23/2006	S	100	D	\$ 26.83	384,205	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. D S (I	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Options (Right to	\$ 8.8437	03/23/2006		M	4,000	01/01/2002	03/31/2006	Class A Common	4,000	\$

Buy)

Stock

Option  
(Right to

\$ 11.7622

03/23/2006

M

1,000

01/01/2004

03/31/2006

Class A  
Common

5,000

Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KOCH C JAMES C/O THE BOSTON BEER COMPANY 75 ARLINGTON STREET BOSTON, MA, X1 02116	X	X	Chairman	

## Signatures

Kathleen H. Wade under POA for the benefit of C. James  
Koch

03/27/2006

\*\*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).

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.