KOCH C JAMES

Form 4

December 06, 2018

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB Number:

OMB APPROVAL

3235-0287

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January 31, 2005

0.5

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if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * **KOCH C JAMES**

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last) (First)

(Middle)

BOSTON BEER CO INC [SAM] 3. Date of Earliest Transaction

(Month/Day/Year)

(Check all applicable)

C/O THE BOSTON BEER

COMPANY, ONE DESIGN **CENTER PLACE, SUITE 850**

12/04/2018

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

Chairman

(Street)

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Applicable Line)

Filed(Month/Day/Year) _X_ Form filed by One Reporting Person Form filed by More than One Reporting

BOSTON, MA 02210

| (City) | (State) | (Zip) 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. Transactic Code (Instr. 8) | (Instr. 3, | ispose 4 and (A) or | d of (D) 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 | 12/04/2018 | | Code V $S_{(1)}^{(1)}$ | Amount 2,256 | (D) | Price \$ 275.9 (2) | 111,650 (3) | D | | | |
| Class A Common | 12/04/2018 | | S <u>(1)</u> | 309 | D | \$ 277.05 (4) | 111,341 (3) | D | | | |
| Class A Common | 12/04/2018 | | S(1) | 560 | D | \$ 278.25 (5) | 110,781 (3) | D | | | |
| Class A Common | 12/04/2018 | | S(1) | 2,385 | D | \$ 279.35 | 108,396 (3) | D | | | |

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| | | | | | <u>(6)</u> | | | |
|-------------------|------------|--------------|-----|---|----------------------------|-------------|---|---|
| Class A Common | 12/04/2018 | S <u>(1)</u> | 216 | D | \$ 280.27 <u>(7)</u> | 108,180 (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 | | | | | | 3,656 | 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.

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 | 2. | 3. Transaction Date | 3A. Deemed | 4. | 5. | 6. Date Exercisable and | 7. Title and | 8. Price of | 9. Nu |
|-------------|-------------|---------------------|--------------------|------------|------------|-------------------------|------------------|-------------|--------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transactio | orNumber | Expiration Date | Amount of | Derivative | Deriv |
| Security | or Exercise | | any | Code | of | (Month/Day/Year) | Underlying | Security | Secui |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | Derivativ | e | Securities | (Instr. 5) | Bene |
| | Derivative | | | | Securities | S | (Instr. 3 and 4) | | Own |
| | Security | | | | Acquired | | | | Follo |
| | | | | | (A) or | | | | Repo |
| | | | | | Disposed | | | | Trans |
| | | | | | of (D) | | | | (Instr |
| | | | | | (Instr. 3, | | | | |
| | | | | | 4, and 5) | | | | |
| | | | | Code V | (A) (D) | | Title | | |

Date Expiration Exercisable Date

or Number of Shares

Amount

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210

Chairman

Signatures

Michael G. Andrews under POA for the benefit of Koch C. James

12/06/2018

**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 October 31, 2018.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,256 shares (2) is from \$275.80 to \$276.43. 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.
- (3) The shares reported include 654 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 309 shares is from \$277.00 to \$277.90. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 560 shares is from \$278.00 to \$278.60. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,385 shares (6) is from \$279.00 to \$279.96. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 216 shares is (7) from \$280.02 to \$280.63. 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. 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.

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