

MARTIN MONICA M  
Form 4  
January 04, 2005

**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 \*  
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)  
01/01/2005

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)  
Dir. of Finance & Controller

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	01/01/2005		M		225 A \$ 7.075	2,139	D <sup>(1)</sup>
Class A Common	01/01/2005		M		243 A \$ 8.68	2,382	D <sup>(1)</sup>
Class A Common	01/01/2005		M		280 A \$ 11.079	2,662	D <sup>(1)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

number.

**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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Option (Right to Buy)	\$ 21.14	01/01/2005		A	2,000	(2) 12/31/2014	Class A Common 2,000
Restricted Stock Purchase	\$ 7.075	01/01/2005		M	225	(3) (3)	Class A Common 1,122
Restricted Stock Purchase	\$ 8.68	01/01/2005		M	243	(3) (3)	Class A Common 1,217
Restricted Stock Purchase	\$ 11.079	01/01/2005		M	280	(3) (3)	Class A Common 1,404

## Reporting Owners

**Reporting Owner Name / Address****Relationships**

Director 10% Owner Officer Other

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

Dir. of Finance &amp; Controller

## Signatures

Kathleen H. Wade under Power of Attorney for Monica M. Martin

01/04/2005

\*\*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 these 1,000 shares all are held jointly with reporting person's spouse.
- (2) Of these 2,000 options shares, 400 will vest on 1/1/06, 1/1/07, 1/1/08, 1/1/09 and 1/1/10.
- (3) Restricted Stock Purchase Plan pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest at 20% over 5 years from date of purchase.

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.