#### **BOSTON BEER CO INC**

Form 4 April 23, 2015

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

3235-0287

0.5

January 31, Expires: 2005

**OMB APPROVAL** 

Estimated average

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

Check this box

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)

See Instruction

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**  04/22/2015

\_X\_\_ Director \_X\_\_ 10% Owner Other (specify X\_ Officer (give title below) Chairman

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

BOSTON, MA 02210

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	e Secu	rities Acqu	iired, Disposed o	f, or Beneficia	ally 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)	4. Securi on(A) or D (Instr. 3,	ispose 4 and (A) or	d of (D)	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	04/22/2015		S(1)	1,900	D	\$ 259.81 (2)	45,232	D	
Class A Common	04/22/2015		S <u>(1)</u>	2,000	D	\$ 260.9 (3)	43,232	D	
Class A Common	04/22/2015		S <u>(1)</u>	778	D	\$ 262.03 (4)	42,454	D	
Class A Common	04/22/2015		S <u>(1)</u>	322	D	\$ 264	42,132	D	

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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	2,532	I	By spouse in trust for children
Class A Common	5,000	I	By Trust as Trustee
Class A Common	3,656	Ι	By spouse as custodian for children under UGTMA

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

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

(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 Exer	cisable and	7. Titl	le and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration Date		Amou	ınt of	Derivative
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	rlying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8	<ol><li>Derivativ</li></ol>	re e		Secur	ities	(Instr. 5)
	Derivative				Securities	S		(Instr.	3 and 4)	
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									Amount	
									Amount	
						Date Expiration Exercisable Date	Expiration		or Number	
							of			
				Cada	V (A) (D)					
				Code	V (A) (D)				Shares	

9. Nu Deriv Secu Bene Own Follo Repo Trans (Insti

## **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

KOCH C JAMES

C/O THE BOSTON BEER COMPANY
ONE DESIGN CENTER PLACE, SUITE 850

BOSTON, MA 02210

## **Signatures**

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

04/23/2015

\*\*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 sales reported in this Form 4 were effected pursuant to a Rule 10b-51 trading plan adopted by the Reporting Person on March 10, 2015.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,900 shares (2) is from \$259.26 to \$260.00. 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,000 shares (3) is from \$260.34 to \$261.30 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.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 778 shares is from \$262.00 to \$262.27. 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.

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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