

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**

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

<b>1. Name and Address of Reporting Person *</b> <b>ROPER MARTIN F</b>  (Last) (First) (Middle) <b>C/O THE BOSTON BEER COMPANY, INC., 75 ARLINGTON STREET</b>  (Street) <b>BOSTON MA 02110</b>  (City) (State) (Zip)	<b>2. Issuer Name and Ticker or Trading Symbol</b> <b>BOSTON BEER CO INC [SAM]</b>	<b>5. Relationship of Reporting Person(s) to Issuer</b> (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <b>President, CEO, Treasurer</b>
	<b>3. Date of Earliest Transaction</b> (Month/Day/Year) <b>08/21/2003</b>	
	<b>4. If Amendment, Date of Original Filed</b> (Month/Day/Year)	

**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 Stock	08/21/2003		M		2,500	A	\$ 8.4375	6,009	D	
Class A Common Stock	08/21/2003		S		500	D	\$ 16.01	5,509	D	
Class A Common Stock	08/21/2003		S		2,000	D	\$ 16.12	3,509	D	

**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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (right to buy)	\$ 8.4375	08/21/2003		M			2,500	01/01/2000	03/31/2004	Class A Common	8,000	\$ 8.4375	5,500	D	

**Explanation of Responses:**

Kathleen H. Wade signed  
under Power of Attorney on 08/22/2003  
behalf of filer Martin F.  
Roper

\*\* Signature of Reporting Person                      Date

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

\* 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.

**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 Number.**

**LIMITED POWER OF ATTORNEY**  
**FOR EXECUTING FORMS 3, 4 AND 5**

THE COMMONWEALTH OF MASSACHUSETTS  
MIDDLESEX COUNTY

I, **Martin F. Roper** of 778 Boston Post Road, Weston, MA 02493, hereby appoint **Kathleen H. Wade** of The Boston Beer Comp:

THIS Power of Attorney shall remain in full force and effect for so long as I have not expressly in writing to my Attorney withdraw

THIS Power of Attorney shall not be affected by my subsequent disability or incapacity.

EXECUTED as a sealed instrument this 30th day of October, 2002.

/s/ Martin F. Roper

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Martin F. Roper

THE COMMONWEALTH OF MASSACHUSETTS

Suffolk County, ss.

Then personally appeared the above-named Martin F. Roper and acknowledged the foregoing instrument to be his free act and deed, before me.

Andrea M. Paschal  
Notary Public  
My Commission Expires: May 14,  
2004