

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): March 6, 2013

The Boston Beer Company, Inc.  
(Exact name of registrant as specified in its charter)

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|--|--|--|
| Massachusetts<br>(State or other jurisdiction<br>of incorporation) | 001-14092<br>(Commission<br>File Number) | 04-3284048<br>(IRS Employer<br>Identification No.) |
|--|--|--|

|  |                     |
|--|---------------------|
| One Design Center Place, Suite 850, Boston, MA<br>(Address of principal executive offices) | 02210<br>(Zip Code) |
|--|---------------------|

Registrant's telephone number, including area code (617) 368-5000

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01. Other Events.**

On March 6, 2013, C. James Koch, Chairman of Registrant, entered into an individual sales plan pursuant to Rule 10b5-1 of the Securities Exchange Act of 1934, as amended, for trading in shares of the Registrant's Class A common stock (the "Plan"). The maximum number of shares which may be sold pursuant to the Plan is 75,000 shares. All shares that may be sold under the Plan will be shares of Class A common stock that Mr. Koch will have been issued by the Registrant upon the conversion of a like number of shares of Class B common stock, as is Mr. Koch's right under the Registrant's Articles of Organization. The purpose of the Plan is to provide liquidity and investment diversification. Once executed, transactions under the Plans will be disclosed publicly through Form 144 and Form 4 filings with the Securities and Exchange Commission.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.  
(Registrant)

Date: March 13, 2013

/s/ Kathleen H. Wade

Kathleen H. Wade  
Vice President-Legal  
& Corporate Secretary  
(Signature)\*

\*Print name and title of the signing officer under his or her signature.