

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 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>TYBOURNE CAPITAL MANAGEMENT HK LTD</u> (Last) (First) (Middle) 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL (Street) HONG KONG K3 XXXXX (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BOSTON BEER CO INC [SAM]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/25/2016</u>	
4. If Amendment, Date of Original Filed (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, \$.01 par value	07/25/2016		s		600	D	\$186.33	911,613	I	See Footnote ⁽¹⁾

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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

1. Name and Address of Reporting Person* <u>TYBOURNE CAPITAL MANAGEMENT HK LTD</u> (Last) (First) (Middle) 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL (Street) HONG KONG K3 XXXXX (City) (State) (Zip)		
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1. Name and Address of Reporting Person*		
Tybourne Capital Management Ltd		
(Last)	(First)	(Middle)
2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL		
(Street)		
HONG KONG	K3	00000
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
Tybourne Kesari Ltd		
(Last)	(First)	(Middle)
2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL		
(Street)		
HONG KONG	K3	00000
(City) (State) (Zip)		
1. Name and Address of Reporting Person*		
Krishnan Viswanathan		
(Last)	(First)	(Middle)
2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL		
(Street)		
HONG KONG	K3	00000
(City) (State) (Zip)		

Explanation of Responses:

1. This statement relates to securities held for the accounts of private investment funds for which Tybourne Capital Management (HK) Limited ("Tybourne HK") serves as the investment advisor. Tybourne Capital Management Limited ("Tybourne Cayman") serves as the manager to the private investment funds and as the parent of Tybourne HK. Tybourne Kesari Limited ("Tybourne Kesari ") is the parent of Tybourne Cayman. Mr. Krishnan is the principal and sole shareholder of Tybourne Kesari. In such capacities, Tybourne HK, Tybourne Cayman, Tybourne Kesari and Mr. Krishnan may be deemed to have voting and dispositive power over securities held for the private investment funds. Each of the Reporting Persons disclaims beneficial ownership of such securities, except to the extent of its or his pecuniary interest therein, and the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

/s/ TYBOURNE CAPITAL
MANAGEMENT LIMITED by 07/28/2016
Viswanathan

/s/ TYBOURNE CAPITAL
MANAGEMENT (HK) 07/28/2016
LIMITED by Tavnir

/s/ TYBOURNE KESARI
LIMITED by Viswanathan 07/28/2016
Krishnan.

/s/ Viswanathan Krishnan.
Individually 07/28/2016

** 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.