

THE BOSTON BEER COMPANY, INC.

LEAD DIRECTOR CHARTER

Background: The Board of Directors considers it to be useful and appropriate that a non-employee/independent Director be designated to serve in a lead capacity to coordinate the activities of the other non-employee/independent Directors and to perform such other duties and responsibility as the Board of Directors may determine.

Responsibilities: The specific responsibilities of the Lead Director are:

1. Preside at meetings of the Board in the absence of, or upon the request of, the Chairman.
2. Preside over all executive meetings of non-employee Directors and independent Directors and report to the Board, as appropriate, concerning such meetings.
3. Review Board agendas in collaboration with the Chairman and CEO and recommend matters for the Board to consider and information to be provided to the Board.
4. Serve as a liaison and supplemental channel of communication between Directors and the Chairman and CEO without inhibiting direct communications between the Chairman, CEO and other Directors.
5. Serve as the principal liaison for consultation and communication between Directors and stockholders.
6. Advise the Chairman concerning the retention of advisors and consultants who report directly to the Board.

Appointment of Lead Director: The Lead Director shall be elected by a majority of the non-employee/independent Directors of the Board for renewable one (1) year terms and until such earlier time as she or he ceases to be a Director, resigns as Lead Director, or is replaced as Lead Director by a majority of the non-employee/independent Directors.

Qualifications of Lead Director: The Lead Director must:

1. Be available to work effectively and closely with and in an advisory capacity to the Chairman;
2. Be available to discuss effectively with other Directors any concerns about the Board or the Corporation and to relay those concerns, where appropriate, to the Chairman of the Board;

3. Help optimize the effectiveness of the Board and ensure that it operates independently of management; and
4. Be familiar with Board governance and related procedures through experience as an independent Director or as a Committee Chair or related positions.

Absence of Lead Director: If the Lead Director is not present at any meeting of the Board, a majority of the non-employee/independent Directors present shall select a Director to act as Lead Director for the purpose and duration of such meeting.

As adopted by the Board of Directors on May 30, 2013