

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): August 19, 2003

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

Massachusetts (State or other jurisdiction of incorporation)	01-14092 (Commission File Number)	04-328-4048 (IRS Employer Identification No.)
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75 Arlington Street, Boston, MA (Address of principal executive offices)	02116 (Zip Code)
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Registrant's telephone number, including area code (617) 368-5000

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE.

The Board of Directors of the Company has increased by \$10,000,000 to \$80,000,000 the aggregate expenditure limitation on the Company's Class A Common Stock repurchase program. As of the date of this report, the Company has repurchased a total of approximately 6,803,000 shares under this program at an aggregate cost of approximately \$69,990,000.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

The press release issued by the Registrant on August 19, 2003 is attached hereto as Exhibit 99.

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)

/s/ Martin F. Roper

Date: August 19, 2003

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Martin F. Roper  
President, C.E.O. and Treasurer  
(Signature)\*

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

EXHIBIT

99. Press release of The Boston Beer Company, Inc. dated August 19, 2003.



For Immediate Release:

Contact: Michelle Sullivan  
(617) 368-5165

BOSTON BEER ANNOUNCES INCREASE IN EXPENDITURE  
FOR STOCK REPURCHASE PROGRAM

BOSTON (8/19/03) - The Boston Beer Company, Inc. (NYSE: SAM), brewer of Samuel Adams Boston Lager(R), announced today that its Board of Directors has increased by \$10 million to \$80 million the aggregate expenditure limitation on the Company's Class A Common Stock repurchase program. Since the inception of its stock repurchase program, the Company has repurchased a total of approximately 6.8 million shares at an aggregate cost of \$70.0 million.

The Boston Beer Company is America's leading brewer of world-class beer. Founded in 1984 by sixth generation brewer Jim Koch, the Company has won more than 500 international awards for its better tasting beers. Samuel Adams Boston Lager(R) is the Company's flagship brand, celebrated worldwide for its high-quality ingredients and traditional brewing techniques. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information, visit the web-site at [www.samadams.com](http://www.samadams.com) or visit [www.bostonbeer.com](http://www.bostonbeer.com) for financial information.

Statements made in this press release that state the Company's or management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 28, 2002 and Form 10-Q for the quarter ended June 28, 2003. Copies of those documents may be obtained by contacting the Company or the SEC or on the Company's website, [www.bostonbeer.com](http://www.bostonbeer.com).