

OMB APPROVAL	
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**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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person* <u>Smalla Frank H.</u>			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 _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <b>Chief Financial Officer</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>09/11/2020</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	BOSTON MA 02210							
(City)	(State)	(Zip)						

**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	09/11/2020		M <sup>(1)</sup>		3,588	A	\$192.26	19,934 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		2,023	D	\$850	17,911 <sup>(2)</sup>	D	
Class A Common	09/11/2020		M <sup>(1)</sup>		7,536	A	\$192.26	25,447 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		1,400	D	\$845.47 <sup>(3)</sup>	24,047 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		400	D	\$846.41 <sup>(4)</sup>	23,647 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		600	D	\$847.69 <sup>(5)</sup>	23,047 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		600	D	\$848.53 <sup>(6)</sup>	22,447 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		500	D	\$850.14 <sup>(7)</sup>	21,947 <sup>(2)</sup>	D	
Class A Common	09/11/2020		S <sup>(1)</sup>		786	D	\$851.14 <sup>(8)</sup>	21,161 <sup>(2)</sup>	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 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						Title
Stock Option (Right to Buy)	\$192.26	09/11/2020		M <sup>(1)</sup>		3,588		02/23/2019 <sup>(9)</sup>	02/23/2026	Class A Common	3,588	\$0.00	7,536	D	
Stock Option (Right to Buy)	\$192.26	09/11/2020		M <sup>(1)</sup>		7,536		02/23/2019 <sup>(9)</sup>	02/23/2026	Class A Common	7,536	\$0.00	0.00	D	

**Explanation of Responses:**

- The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 7, 2020.
- The shares reported include 10,369 shares of restricted stock subject to vesting conditions.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,400 shares is from \$845.00 to \$845.99. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 400 shares is from \$846.11 to \$846.97. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is from \$847.26 to \$848.19. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 600 shares is from \$848.37 to \$848.79. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 500 shares is from \$849.63 to \$850.50. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 786 shares is from \$850.80 to \$851.71. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The option vests in five annual installments: the first on February 23, 2019 and the final vesting on February 23, 2023, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

**Remarks:**

[POA for the benefit of Frank  
H. Smalla](#)

\*\* 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.**