

-----  
OMB APPROVAL  
-----

OMB Number 3235-0362  
Expires: September 30, 1998  
Estimated average burden  
hours per response ..... 1.0  
-----

U.S. SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 5

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or  
Section 30(f) of the Investment Company Act of 1940

- Check this box if no longer subject of Section 16. Form 4 or Form 5  
obligations may continue. See Instruction 1(b).  
 Form 3 Holdings Reported  
 Form 4 Transactions Reported

=====

1. Name and Address of Reporting Person

Koch, C. James

-----  
(Last) (First) (Middle)

c/o Boston Beer Company, Inc., 75 Arlington Street

-----  
(Street)

Boston, Massachusetts 02116

-----  
(City) (State) (Zip)

=====

2. Issuer Name and Ticker or Trading Symbol

The Boston Beer Company, Inc.

=====

3. IRS or Social Security Number of Reporting Person (Voluntary)

=====

4. Statement for Month/Year

December 1999

=====

5. If Amendment, Date of Original (Month/Year)

=====

6. Relationship of Reporting Person to Issuer

(Check all applicable)

- Director  10% Owner  
 Officer (give title below)  Other (specify below)

President and CEO

7. Individual or Joint/Group Reporting  
(Check Applicable Line)

Form Filed by One Reporting Person  
 Form Filed by More than One Reporting Person

Table I -- Non-Derivative Securities Acquired, Disposed of,  
or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (mm/dd/yy)	3. Transaction Code (Instr. 8) ----- Code V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Beneficial Ownership (Instr. 4)
			Amount	(A) or (D) Price			
Class A Common Stock					1,472	I	Note 1
Class A Common Stock					867,167	D	
Class A Common Stock					4,107,355	D	
Class A Common Stock					332,835	I	Note 2
Class A Common Stock					28,800	I	Note 3

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly

FORM 4 (continued)

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. Conver- sion of Exer- cise Price of Deriv- ative Secur- ity	3. Trans- action Date (Month/ Day/ Year)	4. Trans- action Code (Instr. 8) ----- Code V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Deriv- ative of Secur- ity (Instr. 5)	9. Number of Deriv- ative Secur- ities Bene- ficially Owned at End of Month (Instr. 4)	10. Owner- ship of Deriv- ative Secur- ity: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of In- direct Benefi- cial Owner- ship (Instr. 4)
				(A)	(D)	Exer- cisable Date	Expira- tion Date	Title	Amount or Number of Shares				
Restricted Stock Purchase (Note 4)	4.74538	1/1/94	A	2,807		Cur- rently	1/1/00	Class A Common	2,807	3.7438	2,245	D	
Stock Option (Right to Buy)	0.01	12/31/94	A	2,927		Cur- rently	12/31/04	Class A Common	2,927	0.01	2,927	D	
Stock Option (Right to Buy)	5.0625	1/1/99	A	2,237		Cur- rently	1/1/09	Class A Common	2,237	5.0625	2,237	D	
Stock Option (Right to Buy)	8.4375	1/1/99	A	3,000			1/1/09	Class A Common	3,000	8.4375	3,000	D	
Stock Option (Right								Class A					

to Buy)	11.2219	1/1/99	A	3,750	1/1/09	Common	3,750	11.2219	3,750	D
-----										
Stock Option (Right to Buy)	14.0906	1/1/99	A	3,750	1/1/09	Class A Common	3,750	14.0906	3,750	D
-----										
Stock Option (Right to Buy)	16.875	1/1/99	A	4,500	1/1/09	Class A Common	3,750	16.875	3,750	D
-----										

Explanation of Responses:

- Note 1: Shares held by the spouse of the Reporting Person.  
 Note 2: Shares held by a trust in which the children of the Reporting Person have a pecuniary Interest.  
 Note 3: Shares held by Reporting Person as custodian for benefits of Reporting Person's grandchildren.  
 Note 4: Restricted stock purchase to the Investment Share Program under the issuer's Employee Equity Incentive Plan.

/s/ C. James Koch

February 14, 2000

-----  
 \*\*Signature of Reporting Person

-----  
 Date

\*\* 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 provided is insufficient, see Instruction 6 for procedures.