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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* Wade Kathleen H <hr/> (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., SUITE 850 <hr/> (Street) BOSTON MA 02210 <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 03/01/2012	3. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) VP - Legal and Secretary Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common	10,477 ⁽¹⁾	D	

Table II - Derivative Securities Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares ^M			
Stock Option (Right to Buy)	01/01/2004	01/01/2014	Class A Common	2,250	\$ 18.465	D	
Stock Option (Right to Buy)	01/01/2005	01/01/2015	Class A Common	800	\$ 21.14	D	
Stock Option (Right to Buy)	01/01/2006	01/01/2016	Class A Common	2,700	\$ 24.95	D	
Stock Option (Right to Buy)	01/01/2007	01/01/2017	Class A Common	1,020	\$ 35.98	D	
Stock Option (Right to Buy)	(2)	12/31/2019	Class A Common	2,700	\$ 46.6	D	
Stock Option (Right to Buy)	(2)	12/31/2020	Class A Common	800	\$ 95.09	D	

Explanation of Responses:

- The shares reported include 3,462 shares of restricted common stock subject to vesting conditions based on continued employment.
- The reported options vest in equal annual installments over a five year period, commencing on the first anniversary of the grant date.

Kathleen H. Wade 03/08/2012

** Signature of Reporting Date
Person

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 5(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.

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