

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

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(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* Grinnell David L. (Last) (First) (Middle) C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850 (Street) BOSTON MA 02210 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	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) Vice President of Brewing
	3. Date of Earliest Transaction (Month/Day/Year) 01/01/2011	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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	01/01/2011		M		321	A	\$ 0	1,289	D	
Class A Common	01/01/2011		M		222	A	\$ 0	1,511	D	
Class A Common	01/01/2011		M		319	A	\$ 0	1,830	D	
Class A Common	01/01/2011		M		422	A	\$ 0	2,252	D	
Class A Common	01/01/2011		M		257	A	\$ 0	2,509	D	
Class A Common	01/01/2011		M		155	A	\$ 22.59	2,664	D	
Class A Common	01/01/2011		M		125	A	\$ 27.96	2,789	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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Award	\$ 0	01/01/2011		M		321	(2)	(2)	Class A Common	1,603	\$ 0	0	D		
Restricted Stock Award	\$ 0	01/01/2011		M		222	(1)	(1)	Class A Common	1,111	\$ 0	223	D		
Restricted Stock Award	\$ 0	01/01/2011		M		422	(2)	(2)	Class A Common	2,112	\$ 0	1,268	D		
Restricted Stock Award	\$ 0	01/01/2011		M		319	(3)	(3)	Class A Common	1,593	\$ 0	638	D		
Restricted Stock Award	\$ 0	01/01/2011		A		257	(4)	(4)	Class A Common	1,287	\$ 0	1,030	D		
Restricted Stock Purchase	\$ 22.59	01/01/2011		M		154	(5)	(5)	Class A Common	774	\$ 22.59	310	D		
Restricted Stock Purchase	\$ 27.96	01/01/2011		M		625	(5)	(5)	Class A Common	625	\$ 27.96	500	D		
Stock Option (Right to Buy)	\$ 95.09	01/01/2011		A		30,000	(6)	(6)	Class A Common	30,000	\$ 95.09	0	D		

Explanation of Responses:

- 223 shares will vest on 1/1/2012, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 422 shares will vest on 1/1/12, 423 shares will vest on 1/1/13 and 1/1/14, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 319 shares will vest on each of 1/1/12 and 1/1/13, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- 257 shares will vest on each of 1/1/12 and 1/1/13, 258 shares will vest on each of 1/1/14 and 1/1/15 so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- Restricted Stock Purchase pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.
- So long as the Reporting Person continues to be employed by the Company on the applicable vesting date, 18,000 shares shall vest on January 1, 2016, and 3,000 shares shall vest on January 1 in each of the years 2017, 2018, 2019 and 2020.

David Grinnell

01/04/2010

** 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.

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