

BOSTON BEER CO INC

Form 4

January 29, 2016

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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 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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**ROPER MARTIN F**

(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]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**01/28/2016**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
President and C.E.O.

6. Individual or Joint/Group Filing(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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount                                                                                                             | (A)<br>or<br>(D)                                                        | Price                                                                          |
| Class A<br>Common                     | 01/28/2016                              |                                                             | M <sup>(1)</sup>                     |                                                                         | 10,000                                                                                                             | A                                                                       | \$<br>101.99                                                                   |
| Class A<br>Common                     | 01/28/2016                              |                                                             | S <sup>(1)</sup>                     |                                                                         | 1,378                                                                                                              | D                                                                       | \$ 169.5<br>(2)                                                                |
| Class A<br>Common                     | 01/28/2016                              |                                                             | S <sup>(1)</sup>                     |                                                                         | 1,710                                                                                                              | D                                                                       | \$<br>170.47<br>(3)                                                            |
| Class A<br>Common                     | 01/28/2016                              |                                                             | S <sup>(1)</sup>                     |                                                                         | 987                                                                                                                | D                                                                       | \$<br>171.71<br>(4)                                                            |

# Edgar Filing: BOSTON BEER CO INC - Form 4

|                   |            |              |       |   |                     |       |   |
|-------------------|------------|--------------|-------|---|---------------------|-------|---|
| Class A<br>Common | 01/28/2016 | <u>S</u> (1) | 2,964 | D | \$<br>172.49<br>(5) | 5,234 | D |
| Class A<br>Common | 01/28/2016 | <u>S</u> (1) | 2,522 | D | \$ 173.5<br>(6)     | 2,712 | D |
| Class A<br>Common | 01/28/2016 | <u>S</u> (1) | 439   | D | \$<br>174.27<br>(7) | 2,273 | D |

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

**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 control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and Expiration<br>Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|
| Class A<br>Common<br>Stock<br>Option                | \$ 101.99                                                          | 01/28/2016                              |                                                             | M(1)                                 | 10,000                                                                                                       | 01/01/2014(8) 12/31/2018(8)                                    | Class A<br>Common 75                                           |

## Reporting Owners

| Reporting Owner Name / Address                                                                                | Relationships |           |                      |       |
|---------------------------------------------------------------------------------------------------------------|---------------|-----------|----------------------|-------|
|                                                                                                               | Director      | 10% Owner | Officer              | Other |
| ROPER MARTIN F<br>C/O THE BOSTON BEER COMPANY, INC.<br>ONE DESIGN CENTER PLACE, SUITE 850<br>BOSTON, MA 02210 | X             |           | President and C.E.O. |       |

## Signatures

Kathleen H. Wade under POA for the benefit of Martin F. Roper  
01/29/2016

                    \*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

- (1) The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 9, 2015.

(2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,378 shares is from \$169.00 to \$169.89. 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.

(3) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,710 shares is from \$170.00 to \$170.98. 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.

(4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 987 shares is from \$171.01 to \$172.00. 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.

(5) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,964 shares is from \$172.01 to \$172.98. 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.

(6) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,522 shares is from \$173.03 to \$174.00. 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.

(7) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 439 shares is from \$174.16 to \$174.67. 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.

(8) The option vests in five equal installments; the first on January 1, 2014, and the final vesting on January 1, 2018, subject to the Reporting Person remaining employed by the Issuer on the applicable vesting date. With respect to certain shares, the option expires on December 31, 2017. All options are subject to earlier expiration based on certain contingencies.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.