

BOSTON BEER CO INC  
 Form 4  
 November 06, 2013

**FORM 4**

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

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 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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Lance Thomas W

(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)  
 11/05/2013

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)  
 VP Operations

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 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)
				(A) or (D)	Price		
Class A Common	11/05/2013		M	2,000	A \$ 18.51	5,122	D
Class A Common	11/05/2013		S	120	D \$ 236.92	5,002	D
Class A Common	11/05/2013		S	180	D \$ 238.22	4,822	D
Class A Common	11/05/2013		S	100	D \$ 239	4,722	D

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Class A Common	11/05/2013	S	100	D	\$ 240	4,622	D
Class A Common	11/05/2013	S	100	D	\$ 241	4,522	D
Class A Common	11/05/2013	S	200	D	\$ 242	4,322	D
Class A Common	11/05/2013	S	200	D	\$ 243.75 <u>(5) (3)</u>	4,122	D
Class A Common	11/05/2013	S	700	D	\$ 244.82 <u>(5) (4)</u>	3,422	D
Class A Common	11/05/2013	S	300	D	\$ 246	3,122	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.**

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(9-02)

**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 (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 Security (Instr. 3 and 4)
Stock Option (Right to Buy)	\$ 18.51	11/05/2013		M	2,000	03/01/2011 <sup>(6)</sup> 03/13/2019 <sup>(6)</sup>	Class A Common 2,000

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Lance Thomas W  
C/O THE BOSTON BEER COMPANY, INC.  
ONE DESIGN CENTER PLACE, SUITE 850  
BOSTON, MA 02210

VP Operations

## Signatures

Kathleen H. Wade under POA for the benefit of Thomas W.  
Lance

11/06/2013

\_\_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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 120 shares is from \$236.90 to \$237.00.
- (2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 180 shares is from \$238.00 to \$238.50.
- (3) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 200 shares is from \$243.50 to \$244.00.
- (4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for 700 shares is from \$244.46 to \$245.25.
- (5) The reporting person will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.
- (6) The option vested in three equal installments beginning on March 1, 2011, fully vesting on March 1, 2013.

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.