

BOSTON BEER CO INC
Form 4
March 30, 2007

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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Geist John C

(Last) (First) (Middle)

C/O THE BOSTON BEER
COMPANY, INC., ONE DESIGN
CENTER PLACE

(Street)

BOSTON, MA, X1 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)

03/28/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)
VP of Sales

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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)
			Code	V	Amount	(A) or (D)	Price		
Class A Common	03/28/2007		M		3,000	D	\$ 17.545	3,000	D
Class A Common	03/28/2007		M		3,500	A	\$ 14.47	6,500	D
Class A Common	03/28/2007		M		2,700	A	\$ 18.465	9,200	D
Class A Common	03/28/2007		S		400	D	\$ 33.1	8,800	D
Class A Common	03/28/2007		S		100	D	\$ 33.11	8,700	D

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Class A Common	03/28/2007	S	300	D	\$ 33.18	8,400	D
Class A Common	03/28/2007	S	100	D	\$ 33.2	8,300	D
Class A Common	03/28/2007	S	100	D	\$ 33.25	8,200	D
Class A Common	03/28/2007	S	800	D	\$ 33.27	7,400	D
Class A Common	03/28/2007	S	200	D	\$ 33.28	7,200	D
Class A Common	03/28/2007	S	100	D	\$ 33.29	7,100	D
Class A Common	03/28/2007	S	200	D	\$ 33.34	6,900	D
Class A Common	03/28/2007	S	400	D	\$ 33.35	6,500	D
Class A Common	03/28/2007	S	500	D	\$ 33.37	6,000	D
Class A Common	03/28/2007	S	200	D	\$ 33.39	5,800	D
Class A Common	03/28/2007	S	1,000	D	\$ 33.4	4,800	D
Class A Common	03/28/2007	S	200	D	\$ 33.41	4,600	D
Class A Common	03/28/2007	S	700	D	\$ 33.42	3,900	D
Class A Common	03/28/2007	S	400	D	\$ 33.43	3,500	D
Class A Common	03/28/2007	S	300	D	\$ 33.44	3,200	D
Class A Common	03/28/2007	S	200	D	\$ 33.45	3,000	D
Class A Common	03/28/2007	S	100	D	\$ 33.46	2,900	D
Class A Common	03/28/2007	S	500	D	\$ 33.49	2,400	D
Class A Common	03/28/2007	S	400	D	\$ 33.5	2,000	D
Class A Common	03/28/2007	S	400	D	\$ 33.51	1,600	D
	03/28/2007	S	400	D	\$ 33.55	1,200	D

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Class A
Common

Class A Common	03/28/2007	S	200	D	\$ 33.56	1,000	D
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Class A Common	03/28/2007	S	100	D	\$ 33.63	900	D
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Class A Common	03/28/2007	S	200	D	\$ 33.68	700	D
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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 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. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 17.545	03/28/2007		M	3,000	01/01/2007 01/01/2012	Class A Common	15,000
Stock Option (Right to Buy)	\$ 14.47	03/28/2007		M	3,500	<u>(1)</u> 01/01/2013	Class A Common	17,500
Stock Option (Right to Buy)	\$ 18.465	03/28/2007		M	2,700	<u>(2)</u> 01/01/2014	Class A Common	13,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Reporting Owners

Geist John C
C/O THE BOSTON BEER COMPANY, INC.
ONE DESIGN CENTER PLACE
BOSTON, MA, X1 02210

VP of Sales

Signatures

Kathleen H. Wade under POA for the benefit of John C.
Geist

03/30/2007

__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) Of this option, the remaining 3,500 will vest on 1/1/2008
 - (2) Of this option, 2,700 shares will vest on 1/1/08 and 1/1/09

Remarks:

Page 1 of 2.

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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