

KOCH C JAMES  
Form 144  
March 19, 2012

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

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APPROVAL  
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FORM 144  
NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

CUSIP NUMBER

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

|  |                            |                    |                           |
|--|----------------------------|--------------------|---------------------------|
| 1 (a) NAME OF ISSUER (Please type or print)                          | (b) IRS IDENT. NO.         | (c) S.E.C. FILE NO | WORK LOCATION             |
| BOSTON BEER CO INC   | 04-3284048                 | 01-14092           |                           |
| 1 (d) ADDRESS STREET OF ISSUER                                       | CITY                       | STATE              | ZIP CODE (e) TELEPHONE NO |
| ONE DESIGN CENTER  | BOSTON                     | MA                 | 02210                     |
| 2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD | (b) RELATIONSHIP TO ISSUER | (c) ADDRESS STREET | CITY STATE ZIP CODE       |
| C JAMES KOCH   | CHAIRMAN                   | ONE DESIGN CENTER  | BOSTON MA 02210           |

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

|                       |   |               |                                 |                  |                                 |                          |                         |
|-----------------------|---|---------------|---------------------------------|------------------|---------------------------------|--------------------------|-------------------------|
| 3 (a)                 | (b)                                     | SEC USE ONLY  | (c)                             | (d)              | (e)                             | (f)                      | (g)                     |
| Title of the Class of | Name and Address of Each Broker Through | Broker-Dealer | Number of Shares or Other Units | Aggregate Market | Number of Shares or Other Units | Approximate Date of Sale | Name of Each Securities |

| Securities<br>To Be Sold | Whom the<br>Securities are to be<br>Offered or Each<br>Market Maker<br><br>who is Acquiring the<br>Securities | File Number | To Be<br>Sold<br><br>(See instr.<br>3(c)) | Value<br><br>(See instr.<br>3(d)) | Outstanding<br>(See instr.<br>3(e)) | (See instr.<br>3(f))<br><br>(MO. DAY<br>YR.) | Exchange<br><br>(See instr.<br>3(g)) |
|--------------------------|---|-------------|---|-----------------------------------|-------------------------------------|--|--------------------------------------|
| COMMON                   | DEUTSHE BANK<br>ONE PICKWICK<br>PLAZA<br>GREENWICH, CT<br>06830   |             | 50000                                     | 5000000                           | 8800000                             | 3/19/2012                                    | NYSE                                 |

## INSTRUCTIONS:

1.
  - (a) Name of issuer
  - (b) Issuer's I.R.S. Identification Number
  - (c) Issuer's S.E.C. file number, if any
  - (d) Issuer's address, including zip code
  - (e) Issuer's telephone number, including area code
2.
  - (a) Name of person for whose account the securities are to be sold
  - (b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
  - (c) Such person's address, including zip code
3.
  - (a) Title of the class of securities to be sold
  - (b) Name and address of each broker through whom the securities are intended to be sold
  - (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
  - (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to filing of this notice
  - (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
  - (f) Approximate date on which the securities are to be sold
  - (g) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons who are to respond to the collection of information contained in this form are SEC 1147 not required to respond unless the form displays a currently valid OMB control number. (08-07)

**TABLE I — SECURITIES TO BE SOLD**

Furnish the following information with respect to the acquisition of the securities to be sold  
and with respect to the payment of all or any part of the purchase price or other consideration therefor:

| Title of<br>the Class | Date you<br>Acquired | Nature of Acquisition<br>Transaction | Name of Person from<br>Whom Acquired<br>(If gift, also give date<br>donor acquired) | Amount of<br>Securities<br>Acquired | Date of<br>Payment | Nature of<br>Payment |
|-----------------------|----------------------|--------------------------------------|---|-------------------------------------|--------------------|----------------------|
| COMMON                | 11/15/1995           | FOUNDERS SHARES                      | ISSUER  | 50000                               | 11/15/1995         | CASH                 |

**INSTRUCTIONS:** If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

**TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS**

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

| Name and Address of Seller | Title of Securities Sold | Date of<br>Sale | Amount of<br>Securities<br>Sold | Gross Proceeds |
|----------------------------|--------------------------|-----------------|---------------------------------|----------------|
|----------------------------|--------------------------|-----------------|---------------------------------|----------------|

**EXPLANATION OF RESPONSES:**

**REMARKS:**

**INSTRUCTIONS:**

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

**ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

ATTENTION: Intentional  
misstatements  
or omission of  
facts constitute  
Federal  
Criminal  
Violations (See  
18 U.S.C.  
1001)

SEC 1147 (02-08)