

BOSTON BEER CO INC  
Form 4  
August 10, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Wade Kathleen H

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., 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)  
08/07/2015

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 - Legal and Secretary

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Class A Common                  | 08/07/2015                           |  | M                              |   | 818   | A  | \$ 108.56                                  |
| Class A Common                  | 08/07/2015                           |  | M                              |   | 590   | A  | \$ 134.45                                  |
| Class A Common                  | 08/07/2015                           |  | S                              |   | 1,408   | D  | \$ 235 10,716 <sup>(1)</sup>               |

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**

SEC 1474 (9-02)

displays a currently valid OMB control number.

**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)                | \$ 108.56  | 08/07/2015                           |  | M                              | 818   | 03/01/2013 <sup>(2)</sup> 12/31/2021                     | Class A Common  | 1,500                         |
| Stock Option (Right to Buy)                | \$ 134.45  | 08/07/2015                           |  | M                              | 590   | 03/01/2014 <sup>(3)</sup> 12/31/2022                     | Class A Common  | 1,475                         |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                          |       |
|--|---------------|-----------|--------------------------|-------|
|  | Director      | 10% Owner | Officer                  | Other |
| Wade Kathleen H<br>C/O THE BOSTON BEER COMPANY, INC.<br>1 DESIGN CENTER PL., SUITE 850<br>BOSTON, MA 02210 |               |           | VP - Legal and Secretary |       |

## Signatures

Kathleen H. Wade 08/10/2015

\*\*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 shares reported include 949 shares of restricted stock subject to vesting conditions.
- (2)

## Edgar Filing: BOSTON BEER CO INC - Form 4

On 01/01/2012, the Issuer granted the Reporting Person a contingent vesting option of 1,500 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2013 and the last on 01/01/2017, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

- (3) On 01/01/2013, the Issuer granted the Reporting Person a contingent vesting option of 1,475 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2014 and the last on 01/01/2018, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.

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.