

KOCH C JAMES  
Form 4  
January 20, 2006

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
**KOCH C JAMES**

2. Issuer Name and Ticker or Trading Symbol  
**BOSTON BEER CO INC [SAM]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**C/O THE BOSTON BEER COMPANY, 75 ARLINGTON STREET**

3. Date of Earliest Transaction (Month/Day/Year)  
**01/19/2006**

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman

(Street)  
**BOSTON, MA, X1 02116**

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code V	Amount		
Class A Common	01/19/2006		S	100 D	\$ 25.92	67,286	I Note 1 <sup>(1)</sup>
Class A Common	01/19/2006		S	100 D	\$ 26.03	67,186	I Note 1 <sup>(1)</sup>
Class A Common	01/19/2006		S	100 D	\$ 26.01	67,086	I Note 1 <sup>(1)</sup>
Class A Common	01/19/2006		S	100 D	\$ 26.14	66,986	I Note 1 <sup>(1)</sup>
Class A Common	01/19/2006		S	150 D	\$ 26.18	66,836	I Note 1 <sup>(1)</sup>

