

BOSTON BEER CO INC  
 Form 4  
 March 30, 2006

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
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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 \*  
**KOCH C JAMES**

(Last) (First) (Middle)

**C/O THE BOSTON BEER COMPANY, 75 ARLINGTON STREET**

(Street)

**BOSTON, MA, X1 02116**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**03/28/2006**

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)  
 Chairman

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 Ownership (Instr. 4)
				Code	V	Amount or Price			
Class A Common	03/28/2006		M			\$ 17.6875	388,205	D	
Class A Common	03/28/2006		S			\$ 26.95	388,105	D	
Class A Common	03/28/2006		S			\$ 26.9	388,005	D	
Class A Common	03/28/2006		S			\$ 26.87	387,805	D	
Class A Common	03/28/2006		S			\$ 26.78	387,705	D	

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Class A Common	03/28/2006	S	100	D	\$ 26.77	387,605	D
Class A Common	03/28/2006	S	100	D	\$ 26.69	387,505	D
Class A Common	03/28/2006	S	100	D	\$ 26.67	387,405	D
Class A Common	03/28/2006	S	100	D	\$ 26.66	383,305	D
Class A Common	03/28/2006	S	200	D	\$ 26.63	387,105	D
Class A Common	03/28/2006	S	100	D	\$ 26.62	387,005	D
Class A Common	03/28/2006	S	100	D	\$ 26.6	386,905	D
Class A Common	03/28/2006	S	100	D	\$ 26.58	386,805	D
Class A Common	03/28/2006	S	100	D	\$ 26.57	386,705	D
Class A Common	03/28/2006	S	500	D	\$ 26.56	386,205	D
Class A Common	03/28/2006	S	100	D	\$ 26.53	386,105	D
Class A Common	03/28/2006	S	100	D	\$ 26.5	386,005	D
Class A Common	03/28/2006	S	100	D	\$ 26.48	385,905	D
Class A Common	03/28/2006	S	100	D	\$ 26.45	385,805	D
Class A Common	03/28/2006	S	100	D	\$ 26.4	385,705	D
Class A Common	03/28/2006	S	100	D	\$ 26.36	385,605	D
Class A Common	03/28/2006	S	200	D	\$ 26.35	385,405	D
Class A Common	03/28/2006	S	100	D	\$ 26.33	385,305	D
Class A Common	03/28/2006	S	100	D	\$ 26.3	385,205	D
Class A Common	03/28/2006	S	100	D	\$ 26.3	385,105	D
	03/28/2006	S	100	A	\$ 26.28	385,005	D

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Class A Common							
Class A Common	03/28/2006	S	100	A	\$ 26.26	384,905	D
Class A Common	03/28/2006	S	400	D	\$ 26.25	384,505	D
Class A Common	03/28/2006	S	100	D	\$ 26.22	384,405	D
Class A Common	03/28/2006	S	100	D	\$ 26.19	384,305	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 17.6875	03/28/2006		M	5,000	01/01/2006 03/31/2006	Class A Common	6,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KOCH C JAMES C/O THE BOSTON BEER COMPANY 75 ARLINGTON STREET BOSTON, MA, X1 02116	X	X	Chairman	

## Signatures

Kathleen H. Wade under POA for the benefit of C. James  
Koch

03/30/2006

\_\_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).

### Remarks:

Due to spacing requirements, this Form 4 filing will be filed on 2 separate Form 4 filings.

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.