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

Form 4	BEER CO INC										
March 05, 2									OMB A	PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMB Number:	3235-0287		
Check t if no lor subject Section Form 4	to STATEN 16.	STATEMENT OF CHANGES IN BENEFICIAL OWNER SECURITIES							Expires: Estimated burden hor response	urs per	
may con	Form 5 obligations may continue. See Instruction 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)										
KOCH C JAMES Symbol				er Name <b>an</b>			-	5. Relationship of Issuer	Reporting Person(s) to		
				ON BEER CO INC [SAM] of Earliest Transaction				(Check all applicable)			
				Day/Year)				X DirectorX 10% Owner X Officer (give title Other (specify below) Chairman			
Filed(Mo				nth/Day/Year) Applicable Line) _X_Form filed by					oint/Group Filing(Check One Reporting Person More than One Reporting		
BOSTON,	MA 02210							Person		1 0	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	e Secu	rities Acq	uired, Disposed of	f, or Beneficia	ally Owned	
1.Title of Security (Instr. 3)		Transaction Date 2A. Deemed Month/Day/Year) Execution Date, if any (Month/Day/Year)			4. Securi or(A) or D (Instr. 3,	ispose	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount		Price	(Instr. 3 and 4)			
Class A Common	03/04/2015			S	500	D	\$ 257.25	154,632	D		
Class A Common	03/04/2015			S	1,800	D	\$ 259.14 (1)	152,832	D		
Class A Common	03/04/2015			S	2,300	D	\$ 260.61 (2)	150,532	D		
Class A Common	03/04/2015			S	797	D	\$ 261.95	149,735	D		

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

					(3)			
Class A Common	03/04/2015	S	1,797	D	\$ 263.1 (4)	147,938	D	
Class A Common	03/04/2015	S	1,042	D	\$ 264.05 (5)	146,896	D	
Class A Common	03/04/2015	S	764	D	\$ 265.04 ( <u>6)</u>	146,132	D	
Class A Common						44,248	Ι	By LLC managed by spouse
Class A Common						23,486	I	Custodian for children under UGTMA
Class A Common						2,532	I	By spouse in trust for children
Class A Common						5,000	Ι	By Trust as Trustee
Class A Common						3,656	I	By spouse as custodian for children under UGTMA

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.

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transactiv	5. onNumber	6. Date Exercisable and Expiration Date	7. Title and Amount of	8. Price of Derivative	9. Nu Deriv
		(Monul/Day/Teal)	· · · · · · · · · · · · · · · · · · ·			1			-
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e	Securities	(Instr. 5)	Bene
	Derivative				Securities	5	(Instr. 3 and 4)		Owne
	Security				Acquired				Follo
					(A) or				Repo
					Disposed				Trans
					of (D)				(Instr

(Instr. 3,

Date

4, and 5)				
Code V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## **Reporting Owners**

Reporting Owner Name / Address	Relationships					
I. S.	Director	10% Owner	Officer	Other		
KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210	Х	Х	Chairman			
Signatures						
Kathleen Wade under POA for the benefit of C. J. Koch		03	/05/2015			

\*\*Signature of Reporting Person

## **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).
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,800 shares
  (1) is from \$259.00 to \$259.50. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,300 shares(2) is from \$260.16 to \$261.00. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 797 shares is(3) from \$261.42 to \$262.23. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,797 shares(4) is from \$262.63 to \$263.61. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,042 shares(5) is from \$263.64 to \$264.51. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 764 shares is(6) from \$264.64 to \$265.51. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.

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.