

BOSTON BEER CO INC

Form 4

April 19, 2017

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KOCH C JAMES**

(Last) (First) (Middle)

**C/O THE BOSTON BEER  
COMPANY, ONE DESIGN  
CENTER PLACE, 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)

04/18/2017

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                    | Price                                                                                                              |                                                                         |                                                                   |
|                                       |                                         |                                                             | Code                                 | V                                                                   | Amount                                                                                                             |                                                                         |                                                                   |
| Class A<br>Common                     | 04/18/2017                              |                                                             | S <sup>(1)</sup>                     |                                                                     | 1,174                                                                                                              | D                                                                       |                                                                   |
|                                       |                                         |                                                             |                                      |                                                                     | \$<br>(2)<br>139.03                                                                                                | 61,326                                                                  | D                                                                 |
| Class A<br>Common                     | 04/18/2017                              |                                                             | S <sup>(1)</sup>                     |                                                                     | 5,226                                                                                                              | D                                                                       |                                                                   |
|                                       |                                         |                                                             |                                      |                                                                     | \$<br>(3)<br>139.71                                                                                                | 56,100                                                                  | D                                                                 |
| Class A<br>Common                     | 04/18/2017                              |                                                             | S <sup>(1)</sup>                     |                                                                     | 1,100                                                                                                              | D                                                                       |                                                                   |
|                                       |                                         |                                                             |                                      |                                                                     | \$<br>(4)<br>140.66                                                                                                | 55,000                                                                  | D                                                                 |
| Class A                               |                                         |                                                             |                                      |                                                                     |                                                                                                                    | 44,248                                                                  | I                                                                 |
|                                       |                                         |                                                             |                                      |                                                                     |                                                                                                                    |                                                                         | By LLC                                                            |

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|                |        |   |  |                                                 |
|----------------|--------|---|--|-------------------------------------------------|
| Common         |        |   |  | managed by spouse                               |
| Class A Common | 23,486 | I |  | Custodian for children under UGTMA              |
| Class A Common | 5,000  | I |  | By Trust as Trustee                             |
| Class A Common | 3,656  | I |  | By spouse as custodian for children under UGTMA |
| Class A Common | 2,532  | I |  | By spouse in trust for children                 |
| Class A Common | 2,000  | I |  | By Foundation managed by Reporting Person       |

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.**

SEC 1474  
(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 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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reporting Transaction (Instr. 6) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title                                      | Amount or Number of Shares                                                                       |

## Reporting Owners

| Reporting Owner Name / Address                                                                        | Relationships |           |          |       |
|-------------------------------------------------------------------------------------------------------|---------------|-----------|----------|-------|
|                                                                                                       | Director      | 10% Owner | Officer  | Other |
| KOCH C JAMES<br>C/O THE BOSTON BEER COMPANY<br>ONE DESIGN CENTER PLACE, SUITE 850<br>BOSTON, MA 02210 | X             | X         | Chairman |       |

## Signatures

Michael G. Andrews under POA for the benefit of C. James  
Koch

04/19/2017

\_\_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 transactions reported in these rows were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on March 10, 2017.

(2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,174 shares is from \$138.35 to \$139.30. 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.

(3) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 5,226 shares is from \$139.35 to \$140.15. 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.

(4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,100 shares is from \$140.35 to \$141.20. 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.

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