

Geist John C  
Form 3  
March 20, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Geist John C		(Month/Day/Year)	BOSTON BEER CO INC [SAM]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		02/13/2007		
C/O THE BOSTON BEER COMPANY,Â ONE DESIGN CENTER PLACE			(Check all applicable)	
	(Street)		<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			VP of Sales	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person
BOSTON, MA,Â X1Â 02210				
(City)	(State)	(Zip)		

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common	1,387	D	Â

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option (Right to Buy)	01/01/2007	01/01/2012	Class A Common	3,000	\$ 17.545	D	Â
Stock Option (Right to Buy)	Â <u>(1)</u>	01/01/2013	Class A Common	7,000	\$ 14.47	D	Â
Stock Option (Right to Buy)	Â <u>(2)</u>	01/01/2014	Class A Common	8,100	\$ 18.465	D	Â
Stock Option (Right to Buy)	Â <u>(3)</u>	01/01/2015	Class A Common	5,000	\$ 21.14	D	Â
Stock Option (Right to Buy)	Â <u>(4)</u>	01/01/2015	Class A Common	8,000	\$ 21.14	D	Â
Stock Option (Right to Buy)	Â <u>(5)</u>	01/01/2016	Class A Common	20,000	\$ 24.95	D	Â
Restricted Stock Purchase	Â <u>(6)</u>	Â <u>(6)</u>	Class A Common	400	\$ 8.68	D	Â
Restricted Stock Purchase	Â <u>(7)</u>	Â <u>(7)</u>	Class A Common	600	\$ 11.079	D	Â
Restricted Stock Purchase	Â <u>(8)</u>	Â <u>(8)</u>	Class A Common	1,074	\$ 12.684	D	Â
Restricted Stock Purchase	Â <u>(9)</u>	Â <u>(9)</u>	Class A Common	1,320	\$ 14.97	D	Â
Restricted Stock Purchase	Â <u>(10)</u>	Â <u>(10)</u>	Class A Common	810	\$ 21.588	D	Â
Stock Option (Right to Buy)	Â <u>(11)</u>	Â <u>(11)</u>	Class A Common	20,000	\$ 35.98	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Geist John C C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE BOSTON, MA, Â X1 Â 02210	Â	Â	Â VP of Sales	Â

## Signatures

Kathleen H. Wade under POA for the benefit of John C.  
Geist 03/20/2007

         \*\*Signature of Reporting Person

         Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Of this stock option 3,500 shares are currently vested and exercisable, the remaining 3,500 will vest on 1/1/08
- (2) Of this stock option, 2,700 shares are currently vested and exercisable, 2,700 shares will vest on 1/1/08 and 1/1/09
- (3) Of this stock option, 2000 shares are currently vested, 1,000 shares will vest 1/1/08, 1/1/09 and 1/1/10  
Reporting Person's right to exercise this option is subject to contingent vesting. Of this stock option, 2,000 shares will vest on May 31, 2007. The option may become exercisable as to a maximum of 2,000 shares on May 31 in each of the years 2008, 2009, and 2010. The
- (4) actual number of shares as to which the option shall become exercisable in any year is dependent upon Company performance against a benchmark determined by the Company's Board of Directors. The option shall lapse as to any shares that do not become vested in a particular year.
- (5) Of this stock option, 4,000 shares are currently vested and 4,000 shares will vest on 1/1/08, 1/1/09, 1/1/10 and 1/1/11.
- (6) Reporting Person purchased 2,000 shares under the Issuer's Employee Equity Incentive Plan for a purchase price of \$8.68 per share, which shares vest at the rate of 20% per year. 400 shares will vest on 1/1/08.
- (7) Reporting Person purchased 1,500 shares under the Issuer's Employee Equity Incentive Plan for a purchase price of \$11.079 per share, which shares vest at the rate of 20% per year. 300 shares will vest on 1/1/08 and 1/1/09.
- (8) Reporting Person purchased 1,789 shares under the Issuer's Employee Equity Incentive Plan for a purchase price of \$12.684 per share, which shares vest at the rate of 20% per year. 358 shares will vest on 1/1/08, 1/1/09 and 1/1/10.
- (9) Reporting Person purchased 1,649 shares under the Issuer's Employee Equity Incentive Plan for a purchase price of \$14.97 per share, which shares vest at the rate of 20% per year. 330 shares will vest on 1/1/08, 1/1/09, 1/1/10 and 1/1/11.
- (10) Reporting Person purchased 810 shares under the Issuer's Employee Equity Incentive Plan for a purchase price of \$21.588 per share, which shares vest at the rate of 20% per year. 162 shares will vest on 1/1/08, 1/1/09, 1/1/10, 1/1/11 and 1/1/12.  
Reporting Person's right to exercise this option is contingent upon the Company's 2007 performance against a benchmark, which performance will be determined by the Company's Board of Director's on or before March 1, 2008. If the Company does not meet the benchmark, the option shall lapse as to 50% or all of the shares, based on the Board's determination. If the benchmark is met or exceeded, the option may become exercisable as to the maximum number of 4,000 shares on each of March 1, 2008 and on January 1 in each of the years 2009, 2010, 2011, and 2012, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- (11)

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.