

BOSTON BEER CO INC
 Form 4
 April 03, 2007

FORM 4

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

OMB APPROVAL

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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 *
WHITE JEFFREY D

(Last) (First) (Middle)

C/O BOSTON BEER
 COMPANY, ONE DESIGN
 CENTER PLACE, SUITE 850

(Street)

BOSTON, MA, X1 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)
04/02/2007

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)
Chief Operating Officer

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 Indirect Beneficial Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common	04/02/2007		M	200	A	\$ 23.334	200	D
Class A Common	04/02/2007		M	2,500	A	\$ 29.3	2,700	D
Class A Common	04/02/2007		M	1,600	D	\$ 14.47	4,300	D
Class A Common	04/02/2007		S	100	D	\$ 33.41	4,200	D
Class A Common	04/02/2007		S	200	D	\$ 33.4	4,000	D

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Class A Common	04/02/2007	S	100	D	\$ 33.37	3,900	D
Class A Common	04/02/2007	S	300	D	\$ 33.36	3,600	D
Class A Common	04/02/2007	S	200	D	\$ 33.35	3,400	D
Class A Common	04/02/2007	S	1,200	D	\$ 33.34	2,200	D
Class A Common	04/02/2007	S	500	D	\$ 33.33	1,700	D
Class A Common	04/02/2007	S	300	D	\$ 33.32	1,400	D
Class A Common	04/02/2007	S	1,000	D	\$ 33.31	400	D
Class A Common	04/02/2007	S	400	D	\$ 33.3	0	D

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.

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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. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 23.334	04/02/2007		M	200	01/01/2005 04/02/2007	Class A Common	2,500
Stock Option (Right to Buy)	\$ 29.3	04/02/2007		M	2,500	01/01/2002 04/02/2007	Class A Common	2,500

Stock Option (Right to Buy)	\$ 14.47	04/02/2007	M	1,600	<u>(1)</u>	01/01/2013	Class A Common	15,000
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WHITE JEFFREY D C/O BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA, X1 02210			Chief Operating Officer	

Signatures

Kathleen H. Wade under POA for the benefit of Jeffrey D. White	04/03/2007
**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) Of this option, the remaining 3,000 shares will vest on 1/1/2008

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.