BOSTON BEER CO INC

Form 4 April 30, 2008

FORM 4

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

OMB Number:

Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,

obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Last)

(Print or Type Responses)

1. Name and Address of Reporting Person * ROPER MARTIN F

C/O THE BOSTON BEER

(First)

2. Issuer Name and Ticker or Trading Symbol

Issuer

BOSTON BEER CO INC [SAM]

(Month/Day/Year)

COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850

(Middle)

3. Date of Earliest Transaction 04/30/2008

X Director X_ Officer (give title below)

10% Owner Other (specify

OMB APPROVAL

Expires:

response...

Estimated average

burden hours per

3235-0287

January 31,

2005

0.5

President and C.E.O.

(Check all applicable)

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

5. Relationship of Reporting Person(s) to

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

BOSTON, MA 02210

(City)	(State)	(Zip) Tabl	le I - Non-I	Derivative	Secu	rities Acqu	ired, Disposed of	, or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securities Acquired n(A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or		5. Amount of Securities Ownership Beneficially Form: Direct Owned (D) or Following Indirect (I) Reported (Instr. 4) Transaction(s) (Instr. 3 and 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common	04/30/2008		Code V M	Amount 2,000	(D)	Price \$ 9.0133	17,457	D	
Class A Common	04/30/2008		S	100	D	\$ 46.56	17,357	D	
Class A Common	04/30/2008		S	100	D	\$ 46.53	17,257	D	
Class A Common	04/30/2008		S	100	D	\$ 46.52	17,157	D	
Class A Common	04/30/2008		S	100	D	\$ 46.48	17,057	D	

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Class A Common	04/30/2008	S	100	D	\$ 46.46	16,957	D
Class A Common	04/30/2008	S	200	D	\$ 46.4	16,757	D
Class A Common	04/30/2008	S	100	D	\$ 46.31	16,657	D
Class A Common	04/30/2008	S	200	D	\$ 46.29	16,457	D
Class A Common	04/30/2008	S	100	D	\$ 46.21	16,357	D
Class A Common	04/30/2008	S	200	D	\$ 46.15	16,157	D
Class A Common	04/30/2008	S	700	D	\$ 46.07	15,457	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. Transactio Code (Instr. 8)	Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		88 II S (((
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to buy)	\$ 9.0133	04/30/2008		M		2,000	09/06/1995	09/15/2009	Class A Common	55,220	3

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
	X		President and C E O					

Reporting Owners 2

ROPER MARTIN F C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210

Signatures

Kathleen H. Wade under POA for the benefit of Martin F. Roper

04/30/2008

**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).

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.

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