

SECURITIES AND EXCHANGE COMMISSION

FORM 4/A

Statement of changes in beneficial ownership of securities [amend]

Filing Date: **2011-11-07** | Period of Report: **2011-08-09**
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REPORTING OWNER

URICH WILLIAM F

CIK: **1260884**

Type: **4/A** | Act: **34** | File No.: **001-14092** | Film No.: **111185059**

Mailing Address
140 BARRY AVE
RIDGEFIELD CT 06877

ISSUER

BOSTON BEER CO INC

CIK: **949870** | IRS No.: **043284048** | State of Incorporation: **MA** | Fiscal Year End: **1226**
SIC: **2082** Malt beverages

Mailing Address	Business Address
ONE DESIGN CENTER PLACE SUITE 850 BOSTON MA 02210	ONE DESIGN CENTER PLACE SUITE 850 BOSTON MA 02210 617-368-5061

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person URICH WILLIAM F			2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Chief Financial Officer		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/09/2011					
C/O THE BOSTON BEER COMPANY, INC., ONE DESIGN CENTER PLACE, SUITE 850			4. If Amendment, Date Original Filed(Month/Day/Year) 08/11/2011			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		
(Street) BOSTON, MA 02210								
(City)	(State)	(Zip)						

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)
			Code	V	Amount	(A) or (D)			
Class A Common	08/09/2011		<u>M</u>		5,000	A	\$15.855	6,554	D
Class A Common	08/09/2011		<u>S</u>		786	D	\$84.7137 ⁽¹⁾ (4)	5,768	D
Class A Common	08/09/2011		<u>S</u>		1,014	D	\$85.9958 ⁽²⁾ (4)	4,754	D
Class A Common	08/09/2011		<u>S</u>		3,200	D	\$87.385 ⁽³⁾ (4)	1,554	D

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					
Stock Option (Right to Buy)	\$15.855	08/09/2011		<u>M</u>		5,000	09/08/2008	09/08/2013	Class A Common	125,000	\$15.855	78,800	D

Explanation of Responses:

1. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 786 shares is from \$84.00 to \$85.00.
2. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,014 shares is from \$85.341 to \$86.331.
3. The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,2000 shares is from \$86.48 to \$87.285.
4. The filer will provide, upon request from the staff of the Securities and Exchange Commission, the Registrant or a shareholder of the Registrant, full information regarding the number of shares sold at each separate price.

Signatures

[Kathleen H. Wade under POA for the benefit of William F. Urich](#)

** Signature of Reporting Person

[11/07/2011](#)

Date

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

* 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.

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 Number.