

BOSTON BEER CO INC
 Form 4
 December 13, 2016

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

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

2. Issuer Name and Ticker or Trading Symbol
BOSTON BEER CO INC [SAM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

3. Date of Earliest Transaction (Month/Day/Year)
12/12/2016

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common	12/12/2016		S ⁽¹⁾	D	1,600	\$ 168.4 (2)	93,900 D
Class A Common	12/12/2016		S ⁽¹⁾	D	1,300	\$ 169.52 (3)	92,600 D
Class A Common	12/12/2016		S ⁽¹⁾	D	5,009	\$ 170.74 (4)	87,591 D
Class A Common	12/12/2016		S ⁽¹⁾	D	4,673	\$ 171.56	82,918 D

Edgar Filing: BOSTON BEER CO INC - Form 4

						(5)			
						\$			
Class A Common	12/12/2016	S ⁽¹⁾	1,418	D	172.46	81,500	D		
						(6)			
Class A Common	12/12/2016	S ⁽¹⁾	1,000	D	\$ 173.5	80,500	D		
Class A Common						44,248	I		By LLC managed by spouse
Class A Common						23,486	I		Custodian for children under UGTMA
Class A Common						22,000	I		By Foundation managed by Reporting Person
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

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,	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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
---	--	---	---	--------------------------------------	---	--	---	---	--

4, and 5)

Code	V	(A)	(D)	Date	Expiration	Title	Amount
				Exercisable	Date		or Number of Shares

Reporting Owners

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

Signatures

Michael G. Andrews under POA for the benefit of C. James
Koch
12/13/2016

**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 this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 7, 2016.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,600 shares
- (2) is from \$168.00 to \$168.90. 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.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,300 shares
- (3) is from \$169.00 to \$169.90. 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.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 5,009 shares
- (4) is from \$170.10 to \$171.05. 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.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,673 shares
- (5) is from \$171.10 to \$172.05. 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.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,418 shares
- (6) is from \$172.15 to \$173.10. 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. 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.