

BOSTON BEER CO INC
 Form 4
 March 09, 2006

FORM 4

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

OMB APPROVAL

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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 *
WHITE JEFFREY D

(Last) (First) (Middle)

C/O BOSTON BEER COMPANY, 75 ARLINGTON STREET

(Street)

BOSTON, MA, X1 02116

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
 03/08/2006

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 Ownership (Instr. 4)	
				Code	V	Amount				(A) or (D)
Class A Common	03/08/2006		M			7,100	\$ 17.545	7,100	D	Beneficial Ownership
Class A Common	03/08/2006		M			2,000	\$ 16.64	9,100	D	Beneficial Ownership
Class A Common	03/08/2006		S			11,000	\$ 14.47	20,100	D	Beneficial Ownership
Class A Common	03/08/2006		M			1,900	\$ 8.8437	22,000	D	Beneficial Ownership
Class A Common	03/08/2006		S			300	\$ 26.92	21,700	D	Beneficial Ownership

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Class A Common	03/08/2006	S	500	D	\$ 26.89	20,900	D
Class A Common	03/08/2006	S	3,300	D	\$ 26.9	17,600	D
Class A Common	03/08/2006	S	600	D	\$ 26.93	17,000	D
Class A Common	03/08/2006	S	200	D	\$ 27.12	16,800	D
Class A Common	03/08/2006	S	1,200	D	\$ 26.86	15,900	D
Class A Common	03/08/2006	S	1,800	D	\$ 26.85	14,100	D
Class A Common	03/08/2006	S	6,200	D	\$ 26.8	7,900	D
Class A Common	03/08/2006	S	400	D	\$ 26.96	7,500	D
Class A Common	03/08/2006	S	500	D	\$ 26.88	7,000	D
Class A Common	03/08/2006	S	300	D	\$ 27.02	6,700	D
Class A Common	03/08/2006	S	500	D	\$ 26.91	6,200	D
Class A Common	03/08/2006	S	1,500	D	\$ 26.98	4,700	D
Class A Common	03/08/2006	S	800	D	\$ 26.87	3,900	D
Class A Common	03/08/2006	S	400	D	\$ 27	3,500	D
Class A Common	03/08/2006	P	100	D	\$ 27.08	3,400	D
Class A Common	03/08/2006	S	600	D	\$ 26.99	2,800	D
Class A Common	03/08/2006	S	800	D	\$ 26.97	2,000	D
Class A Common	03/08/2006	S	100	D	\$ 27.01	1,900	D
Class A Common	03/08/2006	S	1,300	D	\$ 26.94	600	D
Class A Common	03/08/2006	S	600	D	\$ 26.95	0	D

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

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(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, 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)	\$ 8.8437	03/08/2006		M	1,900	01/01/2006 01/01/2011	Class A Common	20,000
Stock Option (Right to Buy)	\$ 17.545	03/08/2006		M	7,100	<u>(1)</u> 01/01/2012	Class A Common	15,000
Stock Options (Right to Buy)	\$ 16.64	03/08/2006		M	2,000	01/01/2005 03/03/2008	Class A Common	2,000
Stock Options (Right to Buy)	\$ 14.47	03/08/2006		M	2,000	01/01/2004 03/03/2008	Class A Common	2,000
Stock Options (Right to Buy)	\$ 14.47	03/08/2006		M	9,000	<u>(2)</u> 01/01/2013	Class A Common	15,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Chief Operating Officer

WHITE JEFFREY D
C/O BOSTON BEER COMPANY
75 ARLINGTON STREET
BOSTON, MA, X1 02116

Signatures

Jeffrey D. White 03/09/2006

 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 these 15,000 option shares, the remaining 3,000 shares will vest on 1/1/07
 - (2) Of these 15,000 option shares, 3,000 will vest on 1/1/07 and 1/1/08

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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