URICH WILLIAM F

Form 4

January 09, 2012

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

Estimated average burden hours per

OMB APPROVAL

response...

Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Check this box

if no longer

subject to

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(b).

(Print or Type Responses)

1. Name and Ad URICH WIL	•	orting Person *	2. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]	5. Relationship of Reporting Person(s) to Issuer			
-,	(Last) (First) (Middle) THE BOSTON BEER MPANY, INC., ONE DESIGN	3. Date of Earliest Transaction (Month/Day/Year) 01/06/2012	(Check all applicable) Director 10% OwnerX_ Officer (give title Other (specify below) Chief Financial Officer				
CENTER PL	ACE, SUI	TE 850		emer i manetar orricer			
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			

BOSTON, MA 02210

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

(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)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form: Direct	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common	01/06/2012		Code V M	Amount 3,000		Price \$ 15.835	(Instr. 3 and 4) 5,239	D	
Class A Common	01/06/2012		S	700	D	\$ 101.74 (1)	4,539	D	
Class A Common	01/06/2012		S	2,000	D	\$ 102.8 (2) (4)	2,539	D	
Class A Common	01/06/2012		S	300	D	\$ 103.75 (4) (3)	2,239	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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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	2.	3. Transaction Date	3A. Deemed	4. 5. Number		6. Date Exercisable and		7. Title and Amount of		
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction Derivative		Expiration Date		Underlying Securities		
Security	or Exercise		any	Code Securities		(Month/Day/Y	(Month/Day/Year)		(Instr. 3 and 4)	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired					
	Derivative				(A) or					
	Security			Disposed of						
	J			(D)						
				(Instr. 3, 4,						
					and 5)					
					,	Date	Expiration	m' d	Amount or	
				Code V	(A) (D)	Exercisable	Date	Title	Number of Shares	
Stock										
Option (Right to	\$ 15.835	01/06/2012		M	3,000	09/08/2008	09/08/2013	Class A Common	125,000	
Buy)										

Reporting Owners

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

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

Chief Financial Officer

Signatures

William F. 01/09/2012 Urich

Date

**Signature of Reporting Person

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).
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 700 shares is from \$101.29 to \$102.06.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,000 shares is from \$102.35 to \$103.83.

(3)

Reporting Owners 2

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The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 300 shares is from \$103.71 to \$103.83.

(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.

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.