Fisher Cynthia A Form 3 June 01, 2012

FORM 3

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

OMB APPROVAL

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INITIAL STATEMENT OF 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 Ad Person *_ Fisher Cy	•	oorting	2. Date of Event Requiring Statement (Month/Day/Year) 05/23/2012		3. Issuer Name and Ticker or Trading Symbol BOSTON BEER CO INC [SAM]					
(Last)	(First)	(Middle)			4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)		
186 PARK S	TREET				(Charle all appliaghla)			, , , , , , , , , , , , , , , , , , ,		
	(Street)				(Check all applicable))	6. Individual or Joint/Group		
					X Director 10% Owner Officer Other			Filing(Check Applicable Line) _X_ Form filed by One Reporting		
NEWTON, MA 02458					(give title below			Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)		Table I - N	Non-Derivat	ive Securiti	ve Securities Beneficially Owned			
1.Title of Secur (Instr. 4)	ity			2. Amount o Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nat Owne (Instr.	•		
Class A Com	nmon			5,064		I	As T	rustee, in trust for children		
Class A Com	nmon			22,756		I	As T	rustee, in trust under GRAT		
Class A Com	nmon			13,145		I	See l	Footnote (1)		
Class A Common				235,248		I	By S	By Spouse		
Class B Common				4,107,355		I	By S	pouse		
Class A Com	nmon			27,142		I	•	pouse as custodian for lren under UGTMA		

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security 2. Date Exercisable and 3. Title and Amount of 4. 5. 6. Nature of Indirect **Expiration Date** Securities Underlying Beneficial Ownership (Instr. 4) Conversion Ownership (Month/Day/Year) **Derivative Security** Form of (Instr. 5) or Exercise (Instr. 4) Price of Derivative Derivative Security: Date Expiration Security Direct (D) Date Amount or Exercisable or Indirect Title Number of Shares (Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships						
· · · · · · · · · · · · · · · · · · ·	Director	10% Owner	Officer	Other			
Fisher Cynthia A 186 PARK STREET NEWTON, MA 02458	ÂΧ	Â	Â	Â			

Signatures

Cynthia A.
Fisher

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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 shares are held by West Summit Grand LLC, a limited liability company, of which the Reporting Person serves as manager. The Reporting Person expressly disclaims beneficial ownership of the securities except to the extent of her pecuniary interest therein.

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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