

BOSTON BEER CO INC  
Form 8-K  
August 11, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): August 7, 2009

The Boston Beer Company, Inc.

(Exact name of registrant as specified in its charter)

Massachusetts  
(State or other jurisdiction  
of incorporation)

001-14092  
(Commission  
File Number)

04-3284048  
(IRS Employer  
Identification No.)

One Design Center Place, Suite 850, Boston, MA  
(Address of principal executive offices)

02210  
(Zip Code)

Registrant's telephone number, including area code (617) 368-5000

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

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- [ ] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
- [ ] Pre-commencement communications pursuant to Rule 13e-4© under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01.**

**Regulation FD Disclosure.**

On August 7, 2009, Martin F. Roper, President, CEO and a director of the Company, entered into an individual sales plan pursuant to Rule 10b5-1 for trading in shares of the Registrant's Class A common stock. The total number of shares which may be sold pursuant to this plan is 98,549. These shares, which will be obtained through the exercise of outstanding options granted to Mr. Roper or which he purchased pursuant to the Investment Share program under the Company's Employee Equity Incentive Plan, are being sold for purposes of liquidity and investment diversification and will be sold based on specified trading prices and volumes.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.  
(Registrant)

/s/ William F. Urich

William F. Urich  
Chief Financial Officer  
(Signature)\*

Date: August 11, 2009

\*Print name and title of the signing officer under his signature.