

BOSTON BEER CO INC  
Form 4  
March 06, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Lance Thomas W

(Last) (First) (Middle)

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

(Street)

BOSTON, MA 02210

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
03/05/2015

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)  
VP Operations

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |   |
| Class A Common                  | 03/05/2015                           |  | M                              | 5,000 A \$ 18.51  | 8,342 <sup>(1)</sup>  | D  |   |
| Class A Common                  | 03/05/2015                           |  | S                              | 704 D \$ 257.88 <sub>(2)</sub>                                    | 7,638   | D  |   |
| Class A Common                  | 03/05/2015                           |  | S                              | 1,459 D \$ 258.97 <sub>(3)</sub>                                  | 6,179   | D  |   |
| Class A Common                  | 03/05/2015                           |  | S                              | 974 D \$ 260.2 <sub>(4)</sub>                                     | 5,205   | D  |   |

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|                   |            |   |       |   |                            |       |   |
|-------------------|------------|---|-------|---|----------------------------|-------|---|
| Class A<br>Common | 03/05/2015 | S | 1,073 | D | \$<br>261.01<br><u>(5)</u> | 4,132 | D |
| Class A<br>Common | 03/05/2015 | S | 790   | D | \$<br>262.02<br><u>(6)</u> | 3,342 | D |

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.**

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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 (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) |
|--|--|--------------------------------------|--|--------------------------------|--|--|---|
| Class A<br>Common<br>Stock<br>Option       | \$ 18.51   | 03/05/2015                           |  | M                              | 5,000  | 03/01/2011 <sup>(7)</sup> 03/13/2019                     | Class A<br>Common<br>60,000                                   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |               |       |
|---|---------------|-----------|---------------|-------|
|   | Director      | 10% Owner | Officer       | Other |
| Lance Thomas W<br>C/O THE BOSTON BEER COMPANY, INC.<br>ONE DESIGN CENTER PLACE, SUITE 850<br>BOSTON, MA 02210 |               |           | VP Operations |       |

## Signatures

Kathleen Wade under POA for the benefit of Thomas W.  
Lance

03/06/2015

\_\_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 shares reported include 487 shares of restricted stock subject to vesting conditions.

The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 704 shares is

(2) from \$257.39 to \$258.38. 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 1,459 shares

(3) is from \$258.49 to \$259.40. 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 974 shares is

(4) from \$259.63 to \$260.62. 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 1,073 shares

(5) is from \$260.66 to \$261.47. 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 790 shares is

(6) from \$261.80 to \$262.77. 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.

(7) On 3/13/2009, the Issuer granted the Reporting Person a contingent vesting option of 60,000 shares of Class A Common Stock. The option vested in three equal installments: The first on 3/1/2011, the second on 03/01/2012, and the third on 03/01/2013.

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.