

KOCH C JAMES  
Form 4  
September 19, 2018

**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 \*  
**KOCH C JAMES**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director      \_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below)      \_\_\_\_ Other (specify below)  
Chairman

(Last)      (First)      (Middle)  
**C/O THE BOSTON BEER COMPANY, ONE DESIGN CENTER PLACE, SUITE 850**

3. Date of Earliest Transaction (Month/Day/Year)  
**09/19/2018**

(Street)  
**BOSTON, MA 02210**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City)      (State)      (Zip)

**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	(D)	Price
Class A Common	09/19/2018		S <sup>(1)</sup>		699	D	\$ 306.4 <sup>(2)</sup>
							42,673 <sup>(3)</sup>
Class A Common	09/19/2018		S <sup>(1)</sup>		200	D	\$ 307.33 <sup>(4)</sup>
							42,473 <sup>(3)</sup>
Class A Common	09/19/2018		S <sup>(1)</sup>		475	D	\$ 308.27 <sup>(5)</sup>
							41,998 <sup>(3)</sup>
Class A Common	09/19/2018		S <sup>(1)</sup>		100	D	\$ 309
							41,898 <sup>(3)</sup>

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Class A Common	09/19/2018	S <sup>(1)</sup>	1,226	D	\$ 310.11 (6)	40,672 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	100	D	\$ 311	40,572 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	100	D	\$ 312	40,472 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	1,100	D	\$ 313.2 (7)	39,372 (3)	D	
Class A Common	09/19/2018	S <sup>(1)</sup>	1,000	D	\$ 314.41 (8)	38,372 (3)	D	
Class A Common						44,248	I	By LLC managed by spouse
Class A Common						23,486	I	Custodian for children under UGTMA
Class A Common						23,000	I	By Foundation managed by Reporting Person
Class A Common						5,000	I	By Trust as Trustee
Class A Common						3,565	I	By spouse as custodian for children under UGTMA
Class A Common						2,532	I	By spouse in trust for children

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.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

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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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

KOCH C JAMES  
 C/O THE BOSTON BEER COMPANY  
 ONE DESIGN CENTER PLACE, SUITE 850  
 BOSTON, MA 02210

Chairman

## Signatures

Michael G. Andrews under POA for the benefit of Koch C. James

09/19/2018

\*\*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 transactions reported in this Form 4 were effectuated pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 13, 2018.  
 The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 699 shares is
- (2) from \$306.05 to \$307.00. The Reporting 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.
- (3) The shares reported include 654 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 200 shares is
- (4) from \$307.05 to \$307.60. The Reporting 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.
- (5) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 475 shares is from \$308.15 to \$308.55. The Reporting 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.
- (6) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,226 shares is from \$310.00 to \$310.80. The Reporting 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)

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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 1,100 shares is from \$313.00 to \$313.93. The Reporting 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.

(8) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,000 shares is from \$314.05 to \$314.45. The Reporting 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.

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.