#### **BOSTON BEER CO INC**

Form 4 April 14, 2015

## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

## 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

may continue. See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* **KOCH C JAMES** 

(First) (Middle) (Last)

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

BOSTON, MA 02210

(Street)

**BOSTON BEER CO INC [SAM]** 3. Date of Earliest Transaction

2. Issuer Name and Ticker or Trading

(Month/Day/Year) 04/13/2015

4. If Amendment, Date Original

Symbol

Filed(Month/Day/Year)

**OMB APPROVAL** 

**OMB** Number:

3235-0287 January 31,

Expires:

2005 Estimated average

burden hours per response...

0.5

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_X\_\_ Director \_X\_\_ 10% Owner

\_ Other (specify X\_ Officer (give title below) Chairman

6. Individual or Joint/Group Filing(Check

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

(City)	(State)	(Zip) Ta	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securities Acquired	5. Amount of	6.	7. Nature of			
Security	(Month/Day/Year)	Execution Date, if	Transaction	or(A) or Disposed of (D)	Securities	Ownership	Indirect			
(Instr. 3)		any	Code	(Instr. 3, 4 and 5)	Beneficially	Form:	Beneficial			

(Instr. 3)		any (Month/Day/Year)	Code (Instr. 8)	(Instr. 3, 4 and 5)			Beneficially Owned Following	Form: Direct (D) or Indirect
			Code V	(A) or Amount (D) Price		Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	
Class A Common	04/13/2015		S <u>(1)</u>	3,300	D	\$ 266.73 (2)	78,832	D
Class A Common	04/13/2015		S <u>(1)</u>	200	D	\$ 267.5	78,632	D
Class A Common	04/13/2015		S <u>(1)</u>	1,000	D	\$ 268.92 (3)	77,632	D
Class A Common	04/13/2015		S <u>(1)</u>	500	D	\$ 270	77,132	D

Ownership (Instr. 4)

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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	2,532	I	By spouse in trust for children
Class A Common	5,000	I	By Trust as Trustee
Class A Common	3,656	Ι	By spouse as custodian for children under UGTMA

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

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

(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.	<ol><li>Date Exer</li></ol>	cisable and	7. Titl	e and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transac	ctionNumber	Expiration D	ate	Amou	nt of	Derivative
Security	or Exercise		any	Code	of	(Month/Day	/Year)	Under	lying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8	<ol><li>B) Derivati</li></ol>	ve		Securi	ities	(Instr. 5)
	Derivative				Securitie	es		(Instr.	3 and 4)	
	Security				Acquire	d				
					(A) or					
					Dispose	d				
					of (D)					
					(Instr. 3	,				
					4, and 5	)				
									Amount	
									or	
						Date	Expiration	Title	Number	
						Exercisable	Date		of	
				Code	V (A) (D	)			Shares	
				Code	v (A) (D	,			Shares	

9. Nu Deriv Secu Bene Own Follo Repo Trans (Insti

## **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

KOCH C JAMES

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

BOSTON, MA 02210

# **Signatures**

Kathleen Wade under POA for the benefit of C. James Koch

04/14/2015

\*\*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 sales reported in this Form 4 were effected pursuant to a Rule 10b-51 trading plan adopted by the Reporting Person on March 10, 2015.
- The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,300 shares (2) is from \$266.14 to \$267.13. 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 1,000 shares (3) is from \$268.80 to \$269.16. 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.

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.

Reporting Owners 3