

Wade Kathleen H  
Form 4  
November 06, 2012

**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 \*  
Wade Kathleen H

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, INC., 1 DESIGN CENTER PL., 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)  
11/02/2012

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 - Legal and Secretary

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 Ownership (Instr. 4) |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |   |
|                                 |                                      |  | Code                           | V   | Amount  |  |                                   |   |
| Class A Common                  | 11/02/2012                           |  | M                              |   | 1,500   | A  | \$ 24.95 11,977 <sup>(1)</sup>    | D |
| Class A Common                  | 11/02/2012                           |  | M                              |   | 520   | A  | \$ 35.98 12,497 <sup>(1)</sup>    | D |
| Class A Common                  | 11/02/2012                           |  | M                              |   | 1,080   | A  | \$ 46.6 13,577 <sup>(1)</sup>     | D |
| Class A Common                  | 11/02/2012                           |  | S                              |   | 3,100   | D  | \$ 115 10,477 <sup>(1)</sup>      | D |

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

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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 Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|--|--|--|----------------------------|
| Stock Option (Right to Buy)                | \$ 24.95   | 11/02/2012                           |  | M                              | 1,500  | 01/01/2011 <sup>(2)</sup> 12/31/2015 <sup>(2)</sup>      | Class A Common   | 1,500                      |
| Stock Option (Right to Buy)                | \$ 35.98   | 11/02/2012                           |  | M                              | 520  | 01/01/2012 <sup>(3)</sup> 12/31/2016 <sup>(3)</sup>      | Class A Common   | 520                        |
| Stock Option (Right to Buy)                | \$ 46.6  | 11/02/2012                           |  | M                              | 1,080  | 01/01/2015 <sup>(4)</sup> 12/31/2019 <sup>(4)</sup>      | Class A Common   | 1,080                      |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

Wade Kathleen H  
C/O THE BOSTON BEER COMPANY, INC.  
1 DESIGN CENTER PL., SUITE 850  
BOSTON, MA 02210

VP - Legal and Secretary

## Signatures

Kathleen H. Wade                      11/06/2012

\*\*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 3,462 shares of restricted stock subject to vesting conditions based on continued employment.

(2) The option vested in five equal annual installments beginning on March 1, 2007, fully vesting on January 1, 2011.

(3) The option vests in five equal annual installments beginning on March 1, 2008, fully vesting on January 1, 2015.

(4) The option vests in five equal installments beginning on March 1, 2011, fully vesting on March 1, 2015.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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