

BOSTON BEER CO INC
 Form 4
 March 30, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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 *
 Geist John C

(Last) (First) (Middle)

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

(Street)

BOSTON, MA, X1 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)
 03/28/2007

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 of Sales

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)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common	03/28/2007		M	3,000	D	\$ 17.545	3,000	D
Class A Common	03/28/2007		M	3,500	A	\$ 14.47	6,500	D
Class A Common	03/28/2007		M	2,700	A	\$ 18.465	9,200	D
Class A Common	03/28/2007		S	400	D	\$ 33.1	8,800	D
Class A Common	03/28/2007		S	100	D	\$ 33.11	8,700	D

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Class A Common	03/28/2007	S	300	D	\$ 33.18	8,400	D
Class A Common	03/28/2007	S	100	D	\$ 33.2	8,300	D
Class A Common	03/28/2007	S	100	D	\$ 33.25	8,200	D
Class A Common	03/28/2007	S	800	D	\$ 33.27	7,400	D
Class A Common	03/28/2007	S	200	D	\$ 33.28	7,200	D
Class A Common	03/28/2007	S	100	D	\$ 33.29	7,100	D
Class A Common	03/28/2007	S	200	D	\$ 33.34	6,900	D
Class A Common	03/28/2007	S	400	D	\$ 33.35	6,500	D
Class A Common	03/28/2007	S	500	D	\$ 33.37	6,000	D
Class A Common	03/28/2007	S	200	D	\$ 33.39	5,800	D
Class A Common	03/28/2007	S	1,000	D	\$ 33.4	4,800	D
Class A Common	03/28/2007	S	200	D	\$ 33.41	4,600	D
Class A Common	03/28/2007	S	700	D	\$ 33.42	3,900	D
Class A Common	03/28/2007	S	400	D	\$ 33.43	3,500	D
Class A Common	03/28/2007	S	300	D	\$ 33.44	3,200	D
Class A Common	03/28/2007	S	200	D	\$ 33.45	3,000	D
Class A Common	03/28/2007	S	100	D	\$ 33.46	2,900	D
Class A Common	03/28/2007	S	500	D	\$ 33.49	2,400	D
Class A Common	03/28/2007	S	400	D	\$ 33.5	2,000	D
Class A Common	03/28/2007	S	400	D	\$ 33.51	1,600	D
	03/28/2007	S	400	D	\$ 33.55	1,200	D

Class A Common								
Class A Common	03/28/2007		S	200	D	\$ 33.56	1,000	D
Class A Common	03/28/2007		S	100	D	\$ 33.63	900	D
Class A Common	03/28/2007		S	200	D	\$ 33.68	700	D

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

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SEC 1474
(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 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. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 17.545	03/28/2007		M	3,000	01/01/2007 01/01/2012	Class A Common	15,000
Stock Option (Right to Buy)	\$ 14.47	03/28/2007		M	3,500	<u>(1)</u> 01/01/2013	Class A Common	17,500
Stock Option (Right to Buy)	\$ 18.465	03/28/2007		M	2,700	<u>(2)</u> 01/01/2014	Class A Common	13,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Geist John C
C/O THE BOSTON BEER COMPANY, INC.
ONE DESIGN CENTER PLACE
BOSTON, MA, X1 02210

VP of Sales

Signatures

Kathleen H. Wade under POA for the benefit of John C.
Geist

03/30/2007

__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) Of this option, the remaining 3,500 will vest on 1/1/2008
 - (2) Of this option, 2,700 shares will vest on 1/1/08 and 1/1/09

Remarks:

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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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