

Geist John C  
 Form 4  
 January 05, 2010

**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)  
 01/01/2010

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                  | 01/01/2010                           |  | M                              | A   | 358   | \$ 12.684  | 358 D   |
| Class A Common                  | 01/01/2010                           |  | M                              | A   | 330   | \$ 14.97   | 688 D   |
| Class A Common                  | 01/01/2010                           |  | M                              | A   | 162   | \$ 21.588  | 850 D   |
| Class A Common                  | 01/01/2010                           |  | M                              | A   | 155   | \$ 22.59   | 1,004 D   |
| Class A Common                  | 01/01/2010                           |  | M                              | A   | 205   | \$ 17.04   | 1,209 D   |

Edgar Filing: Geist John C - Form 4

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)

| 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) |                            |         |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|---------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |         |
| Restricted Stock Purchase                  | \$ 12.684  | 01/01/2010                           |  | M                              | 358   | (1) (1)  | (1) (1)   | Class A Common                             | 1,789                      | \$ 12.0 |
| Restricted Stock Purchase                  | \$ 14.97   | 01/01/2010                           |  | M                              | 330   | (1) (1)  | (1) (1)   | Class A Common                             | 1,649                      | \$ 14.0 |
| Restricted Stock Purchase                  | \$ 21.588  | 01/01/2010                           |  | M                              | 162   | (1) (1)  | (1) (1)   | Class A Common                             | 810                        | \$ 21.5 |
| Restricted Stock Purchase                  | \$ 22.59   | 01/01/2010                           |  | M                              | 155   | (1) (1)  | (1) (1)   | Class A Common                             | 774                        | \$ 22.0 |
| Restricted Stock Purchase (Class A Common) | \$ 17.04   | 01/01/2010                           |  | M                              | 205   | (1) (1)  | (1) (1)   | Class A Common                             | 1,026                      | \$ 17.0 |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Geist John C  
C/O THE BOSTON BEER COMPANY, INC.

VP of Sales

ONE DESIGN CENTER PLACE  
BOSTON, MA, X1 02210

## Signatures

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

01/05/2010

\_\_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) Restricted Stock Purchase pursuant to the Investment Share Program under the Issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.

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.