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

Form 4

August 06, 2015

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

**OMB APPROVAL** 

3235-0287

Expires:

January 31, 2005

0.5

Estimated average burden hours per

response...

subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

if no longer

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

1(b).

Class A

Common

08/05/2015

(Print or Type Responses)

1. Name and Address of Reporting Person \* 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Wade Kathleen H Issuer Symbol **BOSTON BEER CO INC [SAM]** (Check all applicable) (First) (Middle) (Last) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner X\_ Officer (give title Other (specify C/O THE BOSTON BEER 08/05/2015 below) below) COMPANY, INC., 1 DESIGN VP - Legal and Secretary CENTER PL., SUITE 850 (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting BOSTON, MA 02210 Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 5. Amount of 1. Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 6. 7. Nature of Security (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) Securities Ownership Indirect (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially Form: Direct Beneficial (Month/Day/Year) (Instr. 8) Ownership Owned (D) or **Following** Indirect (I) (Instr. 4) Reported (Instr. 4) (A) Transaction(s) or (Instr. 3 and 4) Code V Amount (D) Price Class A 08/05/2015 A \$ 95.09 11,016 M 300 D Common Class A 08/05/2015 82 11,098 D M 108.56 Common \$

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

S

382

D

235.03

(1)

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

 $10,716 \frac{(2)}{}$ 

D

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required to respond unless the form displays a currently valid OMB control number.

# 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. Transactic Code (Instr. 8)	ionof Derivative		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (E		Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 95.09	08/05/2015		M	30	00	03/01/2012(3)	12/31/2020	Class A Common	1,600
Stock Option (Right to Buy)	\$ 108.56	08/05/2015		M	82	2	03/01/2013(4)	12/31/2021	Class A Common	1,500

## **Reporting Owners**

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

08/06/2015

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

VP - Legal and Secretary

## **Signatures**

Michael G. Andrews under POA for the benefit of Kathleen Wade

\*\*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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 382 shares is from \$235.00 to \$235.04. The Filing Person will provide full information regarding the number of shares sold at each separate price upon

Reporting Owners 2

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request of the SEC, the Registrant, or a shareholder of the Registrant.

- (2) The shares reported include 949 shares of restricted stock subject to vesting conditions.
- On 01/01/2011, the Issuer granted the Reporting Person a contingent vesting option of 1,600 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2012 and the last on 01/01/2016, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates.
- On 01/01/2012, the Issuer granted the Reporting Person a contingent vesting option of 1,500 shares of Class A Common Stock. The Issuer subsequently determined that the vesting contingency was achieved, and the option vests in five equal installments: the first on 03/01/2013 and the last on 01/01/2017, provided that the Reporting Person remains employed by the Issuer on the applicable vesting dates

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.