

HALL ROBERT H  
Form 4  
April 03, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
HALL ROBERT H

(Last) (First) (Middle)

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

(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)  
03/30/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
V.P. of Brand Development

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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   |  |                                   |
| Class A Common                  | 03/30/2007                           |  | S                              | 100   | D \$ 33.05  | 2,800  | D                                 |
| Class A Common                  | 03/30/2007                           |  | S                              | 400   | D \$ 33.04  | 2,400  | D                                 |
| Class A Common                  | 03/30/2007                           |  | S                              | 300   | D \$ 33.03  | 2,100  | D                                 |
| Class A Common                  | 03/30/2007                           |  | S                              | 300   | D \$ 33.44  | 1,800  | D                                 |
| Class A Common                  | 03/30/2007                           |  | S                              | 200   | D \$ 32.98  | 1,600  | D                                 |

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|                   |            |   |     |   |          |       |   |
|-------------------|------------|---|-----|---|----------|-------|---|
| Class A<br>Common | 03/30/2007 | S | 400 | D | \$ 32.96 | 1,200 | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.95 | 1,100 | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.93 | 1,000 | D |
| Class A<br>Common | 03/30/2007 | S | 200 | D | \$ 32.92 | 800   | D |
| Class A<br>Common | 03/30/2007 | S | 200 | D | \$ 32.9  | 600   | D |
| Class A<br>Common | 03/30/2007 | S | 200 | D | \$ 32.88 | 400   | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.85 | 300   | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.83 | 200   | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.81 | 100   | D |
| Class A<br>Common | 03/30/2007 | S | 100 | D | \$ 32.8  | 0     | 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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|---|
|   |  |   |   |                                      |  | Date<br>Exercisable  | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares                                      |
|   |  |   |   |                                      |  | Code   | V (A) (D)   |   |   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| HALL ROBERT H<br>C/O THE BOSTON BEER COMPANY<br>ONE DESIGN CENTER PLACE, SUITE 850<br>BOSTON, MA, X1 02210 |               |           | V.P. of Brand Development |       |

## Signatures

Robert H. Hall                      04/03/2007

\_\_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).

### Remarks:

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