

BOSTON BEER CO INC

Form 4

March 20, 2008

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

OMB APPROVAL

OMB
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(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)
03/19/2008

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common	03/19/2008		S		200 D \$ 47.94	3,800	D
Class A Common	03/19/2008		S		100 D \$ 47.93	3,700	D
Class A Common	03/19/2008		S		100 D \$ 47.92	3,600	D
Class A Common	03/19/2008		S		200 D \$ 47.89	3,400	D
Class A Common	03/19/2008		S		100 D \$ 47.88	3,300	D

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Class A Common	03/19/2008	S	100	D	\$ 47.87	3,200	D
Class A Common	03/19/2008	S	400	D	\$ 47.84	2,800	D
Class A Common	03/19/2008	S	400	D	\$ 47.81	2,400	D
Class A Common	03/19/2008	S	300	D	\$ 47.8	2,100	D
Class A Common	03/19/2008	S	200	D	\$ 47.79	1,900	D
Class A Common	03/19/2008	S	100	D	\$ 47.75	1,800	D
Class A Common	03/19/2008	S	100	D	\$ 47.7	1,700	D
Class A Common	03/19/2008	S	200	D	\$ 47.69	1,500	D
Class A Common	03/19/2008	S	100	D	\$ 47.67	1,400	D
Class A Common	03/19/2008	S	100	D	\$ 47.66	1,300	D
Class A Common	03/19/2008	S	100	D	\$ 47.65	1,200	D
Class A Common	03/19/2008	S	400	D	\$ 47.64	800	D
Class A Common	03/19/2008	S	100	D	\$ 47.63	700	D
Class A Common	03/19/2008	S	200	D	\$ 47.62	500	D
Class A Common	03/19/2008	S	200	D	\$ 47.59	300	D
Class A Common	03/19/2008	S	200	D	\$ 4.58	100	D
Class A Common	03/19/2008	S	100	D	\$ 47.57	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)

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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)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

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

Signatures

Kathleen H. Wade under POA for the benefit of Robert H. Hall	03/20/2008
**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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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.