BOSTON BEER CO INC
Form 4
July 28, 2016

FORM 4

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

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

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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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
TYBOURNE CAPITAL MANAGEMENT HK LTD

(Last) (First) (Middle)

2302 CHEUNG KONG CENTER, 2 QUEENS ROAD CENTRAL

(Street)

HONG KONG, K3 XXXXX

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
BOSTON BEER CO INC [SAM]

3. Date of Earliest Transaction (Month/Day/Year)
07/25/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director __X__ 10% Owner
_____ Officer (give title below) _____ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
___ Form filed by One Reporting Person
_X_ 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 Stock, $.01 par value	07/25/2016		S		600	D	$ 186.33	911,613	I	See Footnote (1)

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. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo 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
TYBOURNE CAPITAL MANAGEMENT HK LTD 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL HONG KONG, K3 XXXXX		X		
Tybourne Capital Management Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000		X		
Tybourne Kesari Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000		X		
Krishnan Viswanathan 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000		X		

Signatures

/s/ TYBOURNE CAPITAL MANAGEMENT LIMITED by Viswanathan	07/28/2016
**Signature of Reporting Person	Date
/s/ TYBOURNE CAPITAL MANAGEMENT (HK) LIMITED by Tavnir	07/28/2016
**Signature of Reporting Person	Date
/s/ TYBOURNE KESARI LIMITED by Viswanathan Krishnan,	07/28/2016

**Signature of Reporting Person	Date
/s/ Viswanathan Krishnan, Individually	07/28/2016
**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) This statement relates to securities held for the accounts of private investment funds for which Tybourne Capital Management (HK) Limited ("Tybourne HK") serves as the investment advisor. Tybourne Capital Management Limited ("Tybourne Cayman") serves as the manager to the private investment funds and as the parent of Tybourne HK. Tybourne Kesari Limited ("Tybourne Kesari ") is the parent of Tybourne Cayman. Mr. Krishnan is the principal and sole shareholder of Tybourne Kesari. In such capacities, Tybourne HK, Tybourne Cayman, Tybourne Kesari and Mr. Krishnan may be deemed to have voting and dispositive power over securities held for the private investment funds. Each of the Reporting Persons disclaims beneficial ownership of such securities, except to the extent of its or his pecuniary interest therein, and the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

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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