

Murphy Matthew Donal
 Form 4
 February 26, 2019

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

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).

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 *
 Murphy Matthew Donal

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 THE BOSTON BEER COMPANY,
 INC., ONE DESIGN CENTER
 PLACE, SUITE 850
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/26/2019

____ Director
 ____ Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 Chief Accounting Officer

BOSTON, MA 02210

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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)
Class A Common	02/26/2019		M ⁽¹⁾	V Amount (A) or (D) Price	\$ 6,000 A \$ 108.56	8,029 ⁽²⁾	D
Class A Common	02/26/2019		S ⁽¹⁾	V Amount (A) or (D) Price	\$ 1,000 D \$ 303.17	7,029 ⁽²⁾	D
Class A Common	02/26/2019		S ⁽¹⁾	V Amount (A) or (D) Price	\$ 171 D \$ 305.17 ⁽³⁾	6,858 ⁽²⁾	D
Class A Common	02/26/2019		S ⁽¹⁾	V Amount (A) or (D) Price	\$ 4,577 D \$ 306.18 ⁽⁴⁾	2,281 ⁽²⁾	D

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Class A Common	02/26/2019		<u>S</u> ⁽¹⁾	222	D	\$ 307.77 <u>(5)</u>	2,059 <u>(2)</u>	D
Class A Common	02/26/2019		<u>S</u> ⁽¹⁾	30	D	\$ 308.41	2,029 <u>(2)</u>	D

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.

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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 (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)
Stock Option (Right to Buy)	\$ 108.56	02/26/2019		<u>M</u> ⁽¹⁾	6,000	01/01/2017 ⁽⁶⁾ 12/31/2021	Class A Common 6,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Murphy Matthew Donal THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210			Chief Accounting Officer	

Signatures

Matthew D. Murphy
02/26/2019

**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 transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 8, 2018.
- (2) The shares reported include 721 shares of restricted stock subject to vesting conditions.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 171 shares is
- (3) from \$304.45 to \$305.32. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,577 shares
- (4) is from \$305.90 to \$306.85. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 222 shares is
- (5) from \$307.40 to \$308.17. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- (6) The option vests in five annual installments: the first on January 1, 2017, and the final vesting on January 1, 2021, 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.