

ROPER MARTIN F
Form 4
January 05, 2007

FORM 4

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

OMB APPROVAL

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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 *
ROPER MARTIN F

(Last) (First) (Middle)

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

(Street)

BOSTON, MA 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)
01/04/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
President and C.E.O.

6. Individual or Joint/Group Filing(Check Applicable Line)
 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)
				Code	V Amount (A) or (D) Price			
Class A Common	01/04/2007		M		5,000 A \$ 9.53	15,900	D	
Class A Common	01/04/2007		S		100 D \$ 36.15	15,800	D	
Class A Common	01/04/2007		S		100 D \$ 36.14	15,700	D	
Class A Common	01/04/2007		S		300 D \$ 36.13	15,400	D	
Class A Common	01/04/2007		S		100 D \$ 36.11	15,300	D	

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Class A Common	01/04/2007	S	100	D	\$ 36.06	15,200	D
Class A Common	01/04/2007	S	200	D	\$ 36.05	15,000	D
Class A Common	01/04/2007	S	100	D	\$ 36.04	14,900	D
Class A Common	01/04/2007	S	100	D	\$ 36.02	14,800	D
Class A Common	01/04/2007	S	100	D	\$ 36.01	14,700	D
Class A Common	01/04/2007	S	100	D	\$ 36	14,600	D
Class A Common	01/04/2007	S	100	D	\$ 35.99	14,500	D
Class A Common	01/04/2007	S	100	D	\$ 35.95	14,400	D
Class A Common	01/04/2007	S	200	D	\$ 35.93	14,200	D
Class A Common	01/04/2007	S	100	D	\$ 35.91	14,100	D
Class A Common	01/04/2007	S	200	D	\$ 35.89	13,900	D
Class A Common	01/04/2007	S	100	D	\$ 35.88	13,800	D
Class A Common	01/04/2007	S	300	D	\$ 35.87	13,500	D
Class A Common	01/04/2007	S	300	D	\$ 35.85	13,200	D
Class A Common	01/04/2007	S	200	D	\$ 35.84	13,000	D
Class A Common	01/04/2007	S	200	D	\$ 35.83	12,800	D
Class A Common	01/04/2007	S	200	D	\$ 35.82	12,600	D
Class A Common	01/04/2007	S	200	D	\$ 35.81	12,400	D
Class A Common	01/04/2007	S	100	D	\$ 35.8	12,300	D
Class A Common	01/04/2007	S	200	D	\$ 35.79	12,100	D
	01/04/2007	S	100	D		12,000	D

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.

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