

BOSTON BEER CO INC
Form 4
March 13, 2017

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 *
KOCH C JAMES

(Last) (First) (Middle)

C/O THE BOSTON BEER COMPANY, 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)
03/10/2017

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)
Chairman

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price |
| Class A Common | 03/10/2017 | | S | | 3,484 | D | \$ 146.75 (1) |
| Class A Common | 03/10/2017 | | S | | 630 | D | \$ 148.25 (2) |
| Class A Common | 03/10/2017 | | S | | 735 | D | \$ 149.1 (3) |
| Class A Common | 03/10/2017 | | S | | 1,100 | D | \$ 151.92 |

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(4)

| | | | | | | | | |
|-------------------|------------|---|-------|---|---------------------------------|---------|---|---|
| Class A Common | 03/10/2017 | S | 51 | D | \$ 152.7 | 100,000 | D | |
| Class A Common | 03/10/2017 | S | 2,468 | D | \$ <u>146.8</u> ⁽⁵⁾ | 6,032 | I | By Foundation managed by Reporting Person |
| Class A Common | 03/10/2017 | S | 400 | D | \$ <u>147.68</u> ⁽⁶⁾ | 5,632 | I | By Foundation managed by Reporting Person |
| Class A Common | 03/10/2017 | S | 2,288 | D | \$ <u>149.14</u> ⁽⁷⁾ | 3,344 | I | By Foundation managed by Reporting Person |
| Class A Common | 03/10/2017 | S | 424 | D | \$ <u>149.69</u> ⁽⁸⁾ | 2,920 | I | By Foundation managed by Reporting Person |
| Class A Common | 03/10/2017 | S | 820 | D | \$ <u>151.82</u> ⁽⁹⁾ | 2,100 | I | By Foundation managed by Reporting Person |
| Class A Common | 03/10/2017 | S | 100 | D | \$ 152.55 | 2,000 | I | By Foundation managed by Reporting Person |
| Class A Common | | | | | | 44,248 | I | By LLC managed by spouse |
| Class A Common | | | | | | 23,486 | I | Custodian for children under UGTMA |
| Class A Common | | | | | | 5,000 | I | By Trust as Trustee |
| Class A Common | | | | | | 3,656 | I | By spouse as custodian for children |

| | | | |
|-------------------|-------|---|---|
| Class A Common | 2,532 | I | under UGTMA By spouse in trust for children |
|-------------------|-------|---|---|

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. 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. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------|-------|
| | Director | 10% Owner | Officer | Other |
| KOCH C JAMES C/O THE BOSTON BEER COMPANY ONE DESIGN CENTER PLACE, SUITE 850 BOSTON, MA 02210 | X | X | Chairman | |

Signatures

Michael G. Andrews under POA for the benefit of C. James Koch
Date: 03/13/2017

**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).

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(1) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 3,484 shares is from \$146.38 to \$147.30. 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.

(2) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 630 shares is from \$147.65 to \$148.55. 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.

(3) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 735 shares is from \$148.85 to \$149.75. 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.

(4) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 1,100 shares is from \$151.35 to \$152.20. 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.

(5) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,468 shares is from \$146.45 to \$147.40. 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 price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 400 shares is from \$147.45 to \$147.95. 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.

(7) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 2,288 shares is from \$148.50 to \$149.45. 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.

(8) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 424 shares is from \$149.50 to \$149.80. 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.

(9) The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 820 shares is from \$151.50 to \$152.20. 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.

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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