

MARTIN MONICA M  
Form 4  
November 10, 2005

# 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 \*  
MARTIN MONICA M

(Last) (First) (Middle)

C/O BOSTON BEER COMPANY,  
INC., 75 ARLINGTON STREET

(Street)

BOSTON, MA, X1 02116

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

BOSTON BEER CO INC [SAM]

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

11/09/2005

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)

Dir. of Finance & Controller

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	11/09/2005		M		1,600 A \$ 8.8437	2,796	D
Class A Common	11/09/2005		M		1,200 A \$ 17.545	3,996	D
Class A Common	11/09/2005		M		1,000 A \$ 14.47	4,996	D
Class A Common	11/09/2005		M		1,500 A \$ 18.465	6,496	D
Class A Common	11/09/2005		S		300 D \$ 26.38	6,196	D

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Class A Common	11/09/2005	S	148	D	\$ 26.39	6,048	D
Class A Common	11/10/2005	S	5,300	D	\$ 26	748	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)

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. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 8.8437	11/09/2005		M	1,600	<u>(1)</u> 12/31/2010	Class A Common	2,000
Stock Option (Right to Buy)	\$ 17.545	11/09/2005		M	1,200	<u>(2)</u> 12/31/2011	Class A Common	2,000
Stock Option (Right to Buy)	\$ 14.47	11/09/2005		M	1,000	<u>(3)</u> 12/31/2012	Class A Common	2,500
Stock Option (Right to Buy)	\$ 18.465	11/09/2005		M	1,500	<u>(4)</u> 12/31/2013	Class A Common	7,500

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director 10% Owner Officer

Other

MARTIN MONICA M  
C/O BOSTON BEER COMPANY, INC.  
75 ARLINGTON STREET  
BOSTON, MA, X1 02116

Dir. of Finance & Controller

## Signatures

Monica M. 11/10/2005  
Martin

\_\_Signature of Date  
Reporting Person

## 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) Of this 2,000 stock option grant, the remaining 400 shares will vest on 1/1/06.
- (2) Of this 2,000 option grant, the 400 shares will vest on 1/1/06 and 1/1/07.
- (3) Of this 2,500 option grant, 500 shares will vest on 1/1/06, 1/1/07, and 1/1/08.
- (4) Of this 7,500 option grant, 1,500 shares will vest on 1/1/06, 1/1/07, 1/1/08 and 1/1/09.

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.