KOCH C JAMES
Form 5
January 24, 2013

FORM 5

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

ANNUAL 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).
Form 3 Holdings Reported
Form 4 Transactions Reported

1. Name and Address of Reporting Person *
KOCH C JAMES

(Last) (First) (Middle)

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

(Street)

BOSTON,Â MAÂ 02210

(City) (State) (Zip)

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

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)
12/29/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Reporting

(check applicable line)

_X_ 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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Amount	(A) or (D)	Price			
Class A Common	05/15/2012	Â	G[(1)]	13,244	A	$ 0	0	D	Â
Class A Common	12/11/2012	Â	G[(2)]	44,248	D	$ 0	0	D	Â
Class A Common	Â	Â	Â	Â	Â	Â	23,486	I	Custodian for children under UGTMA

Class A Common	Â	Â	Â	Â	Â	Â	3,656	I	By spouse as custodian for children under UGTMA
Class A Common	Â	Â	Â	Â	Â	Â	2,532	I	By spouse in trust for children
Class A Common	Â	Â	Â	Â	Â	Â	22,756	I	By spouse in trust under GRAT
Class A Common	Â	Â	Â	Â	Â	Â	44,248	I	By LLC managed by spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 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. of D Se Be O Er Is Fi (I
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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,Â MAÂ 02210	Â X	Â X	Â Chairman	Â

Signatures

Kathleen H. Wade under POA for the benefit of C. James Koch	01/24/2013
**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 transaction involved the return of securities from a Grantor Retained Annuity Trust controlled by the Reporting Person's spouse to direct ownership by the Reporting Person. The shares so transferred have been reported as directly owned on the Reporting Person's Form 4 filings since the date of the transfer.

(2) This transaction involved a gift of securities from the Reporting Person to an LLC managed by the Reporting Person's spouse and owned by Trusts established for the benefit of the Reporting Person's children. The Reporting Person's spouse is the Trustee or Co-Trustee of each Trust. The Reporting Person disclaims beneficial ownership of these shares except to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure.
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