Grinnell David L.
Form 4
January 05, 2010

FORM 4

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

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

OMB Number:	3235-0287
Expires:	January 31, 2005
Estimated average burden hours per response...	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
Grinnell David L.

(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)
01/01/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Vice President of Brewing

6. Individual or Joint/Group Filing(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 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	01/01/2010		M		321	A	$ 0	321	D	
Class A Common	01/01/2010		M		222	A	$ 0	543	D	
Class A Common	01/01/2010		M		318	A	$ 0	861	D	
Class A Common	01/01/2010		M		422	A	$ 0	1,283	D	
Class A Common	01/01/2010		M		155	A	$ 22.59	1,438	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.

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
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Award	$ 0	01/01/2010		M			2,112	(1)	(1)	Class A Common	2,112	
Restricted Stock Award	$ 0	01/01/2010		M			321	(2)	(2)	Class A Common	1,603	
Restricted Stock Award	$ 0	01/01/2010		M			222	(3)	(3)	Class A Common	1,111	
Restricted Stock Award	$ 0	01/01/2010		M			318	(4)	(4)	Class A Common	1,593	
Restricted Stock Award	$ 0	01/01/2010		A		1,287		(5)	(5)	Class A Common	1,287	
Restricted Stock Purchase	$ 22.59	01/01/2010		M			154	(6)	(6)	Class A Common	774	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Grinnell David L. C/O THE BOSTON BEER COMPANY, INC. ONE DESIGN CENTER PLACE, SUITE 850			Vice President of Brewing	

BOSTON, MA 02210

Signatures

Kathleen H. Wade under POA for the benefit of David Grinnell — 01/05/2010

**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) 422 shares will vest on each of 1/1/11, and 1/1/12, 423 shares will vest on 1/1/13 and 1/1/14, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

(2) 321 shares will vest on 1/1/11, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

(3) 222 shares will vest on 1/1/11 and 223 shares will vest on 1/1/2012, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

(4) 319 shares will vest on each of 1/1/11, 1/1/12 and 1/1/13, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

(5) 257 shares will vest on each of 1/1/11, 1/1/12 and 1/1/13, 258 shares will vest on each of 1/1/14 and 1/1/15 so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

(6) Restricted Stock Purchase pursuant to the Investment Share Program under the issuer's Employee Equity Incentive Plan, shares vest 20% over 5 years from date of purchase.

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.