

BOSTON BEER CO INC  
Form 8-K  
May 24, 2004

---

SEC 873      Potential persons who are to respond to the collection of information contained in this form  
(10/2000)      are not required to respond unless the form displays a currently valid OMB control number.

---

---

OMB APPROVAL

---

OMB Number: 3235-0060  
Expires: March 31, 2003  
Estimated average burden  
hours per response: 1.25

---

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest reported) May 24, 2004

The Boston Beer Company, Inc.

(Exact name of registrant as specified in its chapter)

Massachusetts

01-14092

04-328-4048

(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(IRS Employer  
Identification No.)

75 Arlington Street, Boston, MA  
(Address of principal executive offices)

02116  
(Zip Code)

Registrant's telephone number, including area code (617) 368-5000

---

(Former name or former address, if changed since last report)

<PAGE>

GENERAL INSTRUCTIONS

INFORMATION TO BE INCLUDED IN THE REPORT

Item 5. Other Events and Regulation FD Disclosure.

Edgar Filing: BOSTON BEER CO INC - Form 8-K

C. James Koch, Chairman of the Registrant, has entered into an individual sales plan complying with Rule 10b5-1 for trading in shares of the Registrant's Class A common stock, pursuant to which shares will be sold for the purposes of liquidity and investment diversification based on specified trading prices up to the aggregate amount of 200,000 shares.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The Boston Beer Company, Inc.  
(Registrant)

Date: May 24, 2004

/s/ Martin F. Roper

---

(Signature)\*  
Martin F. Roper, President and C.E.O.

\*

Print name and title of the signing officer under his signature.

<PAGE>