

BOSTON BEER CO INC

Form 3/A

January 04, 2008

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**INITIAL STATEMENT OF 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 *

Â Grinnell David L.

(Last)

(First)

(Middle)

2. Date of Event Requiring
Statement

(Month/Day/Year)

01/01/2008

3. Issuer Name **and** Ticker or Trading Symbol
BOSTON BEER CO INC [SAM]4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

Vice President of Brewing

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

01/03/2008

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

(Street)

BOSTON, MA,Â X1Â 02210

(City)

(State)

(Zip)

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 Beneficially Owned**1. Title of Security
(Instr. 4)2. Amount of Securities
Beneficially Owned
(Instr. 4)3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Class A Common Stock

692

D

Â

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

SEC 1473 (7-02)

**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.****Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative Security
(Instr. 4)2. Date Exercisable and
Expiration Date
(Month/Day/Year)3. Title and Amount of
Securities Underlying
Derivative Security4. Conversion
or Exercise5. Ownership
Form of6. Nature of Indirect
Beneficial
Ownership

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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Stock Option (Right to Buy)	Â (1)	Â (1)	Class A Common	2,500	\$ 35.98	D	Â
Stock Option (Right to Buy)	Â (2)	Â (2)	Class A Common	4,500	\$ 24.95	D	Â
Stock Option (Right to Buy)	Â (3)	Â (3)	Class A Common	5,200	\$ 21.14	D	Â
Stock Option (Right to Buy)	Â (4)	Â (4)	Class A Common	5,400	\$ 18.465	D	Â
Stock Option (Right to Buy)	01/01/2008	01/01/2013	Class A Common	2,400	\$ 14.47	D	Â
Restricted Stock Award	Â (5)	Â (5)	Class A Common	963	\$ 0	D	Â
Restricted Stock Award	Â (6)	Â (6)	Class A Common	889	\$ 0	D	Â

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 BOSTON, MA,Â X1Â 02210	Â	Â	Â Vice President of Brewing	Â

Signatures

David L.
Grinnell

01/04/2008

__Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- Reporting Person's right to exercise this option is contingent upon the Company's 2007 performance against a benchmark, which performance will be determined by the Compensation Committee of the Company's Board of Directors on or before March 1, 2008. If the Company does not meet the benchmark the Option shall lapse as to 50% or all of the shares, based on the Board's determination. If the benchmark is met or exceeded, the option may become exercisable as to a maximum of 500 shares on March 1, 2008 and subsequently a maximum of 500 shares on each of 1/1/09, 1/1/10, 1/1/11 and 1/1/12, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- (1)
- (2) Of this option, 1,800 shares have vested. 900 shares will vest on 1/1/09, 900 shares will vest on 1/1/10 and 900 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.

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- (3) Of this option, 2,000 shares are vested. 1,600 shares will vest on 1/1/09 and 1,600 shares will vest on 1/1/10, so long as the Reporting Person continues to be employed by the Company on the applicable reporting date.
- (4) Of this option, 3,600 shares are vested. The remaining 1,800 shares will vest on 1/1/09, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- (5) 321 shares will vest on each of 1/1/09, 1/1/10 and 1/1/11, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.
- (6) 222 shares will vest on each of 1/1/09, 1/1/10 and 1/1/11 and 1/1/12 shares will vest on 1/1/12, so long as the Reporting Person continues to be employed by the Company on the applicable vesting date.

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.