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None.

Item 3. Bankruptcy or Receivership.

None.

Item 4. Changes in Registrant's Certifying Accountant.

None.

Item 5. Other Events and Regulation FD Disclosure.

As of October 23, 2000, the SEC adopted a new rule concerning insider trading. Rule 10b5-1 provides an affirmative defense to insider trading liability if a person established a plan to trade securities prior to that person coming into possession of material non-public information.

The officers of the Registrant listed below have each entered into individual sales plans complying with Rule 10b5-1 for trading in shares of the Registrant's common stock.

C. James Koch, Chairman  
Martin F. Roper, President and C.E.O.  
Jeffrey D. White, Chief Operations Officer  
Robert H. Hall, Vice President of Brand Development

Each of the individualized sales plans is separate and distinct and sales under the plans will not be coordinated or aggregated. Under the respective sales plans, certain specified amounts of shares will be sold for the purposes of liquidity and investment diversification based on specified trading prices up to the aggregate amount of 292,634 shares for the officers as a group.

Item 6. Resignations of Registrant's Directors.

None.

Item 7. Financial Statements and Exhibits.

None.

Item 8. Change in Fiscal Year.

None.

Item 9. Regulation FD Disclosure.

None.

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)

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Date: June 12, 2002 /s/ Martin F. Roper  
(Signature)\*  
Martin F. Roper, President and C.E.O.

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