

BOSTON BEER CO INC

Form 3

July 28, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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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 TYBOURNE CAPITAL
MANAGEMENT HK LTD

(Last) (First) (Middle)

2302 CHEUNG KONG
CENTER,Â 2 QUEENS ROAD
CENTRAL

(Street)

HONG KONG,Â K3Â XXXXX

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
07/21/2016

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 ____X__ 10% Owner
____ Officer ____ Other
(give title below) (specify below)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
____ Form filed by One Reporting Person
__X__ 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, \$.01 par value

912,213

I

See Footnote ⁽¹⁾

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

SEC 1473 (7-02)

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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 Security

4. Conversion or Exercise

5. Ownership Form of

6. Nature of Indirect Beneficial Ownership (Instr. 5)

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Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TYBOURNE CAPITAL MANAGEMENT HK LTD 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL HONG KONG, K3 XXXXX	^	^ X	^	^
Tybourne Capital Management Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^
Tybourne Kesari Ltd 2302 CHEUNG KONG CENTER 2 QUEEN'S ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^
Krishnan Viswanathan 2302 CHEUNG KONG CENTER 2 QUEENS ROAD CENTRAL HONG KONG, K3 00000	^	^ X	^	^

Signatures

/s/ TYBOURNE CAPITAL MANAGEMENT (HK) LIMITED by Tavnir Ghani, Chief Operating Officer	07/28/2016
__Signature of Reporting Person	Date
/s/ TYBOURNE CAPITAL MANAGEMENT LIMITED by Viswanathan Krishnan, Principal	07/28/2016
__Signature of Reporting Person	Date
/s/ TYBOURNE KESARI LIMITED by Viswanathan Krishnan, Principal	07/28/2016
__Signature of Reporting Person	Date
/s/ Viswanathan Krishnan, Individually	07/28/2016
__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).
- (1) This statement relates to securities held for the accounts of private investment funds for which Tybourne Capital Management (HK) Limited ("Tybourne HK") serves as the investment advisor. Tybourne Capital Management Limited ("Tybourne Cayman") serves as the manager to the private investment funds and as the parent of Tybourne HK. Tybourne Kesari Limited ("Tybourne Kesari ") is the parent of Tybourne Cayman. Mr. Krishnan is the principal and sole shareholder of Tybourne Kesari. In such capacities, Tybourne HK, Tybourne Cayman, Tybourne Kesari and Mr. Krishnan may be deemed to have voting and dispositive power over securities held for the private

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investment funds. Each of the Reporting Persons disclaims beneficial ownership of such securities, except to the extent of its or his pecuniary interest therein, and the inclusion of such securities in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or for any other purpose.

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

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