

BOSTON BEER CO INC  
Form 8-K  
March 09, 2016

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 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 Event Reported):

February 24, 2016

The Boston Beer Company, Inc.

\_\_\_\_\_  
(Exact name of registrant as specified in its charter)

Massachusetts

001-14092

04-3284048

\_\_\_\_\_  
(State or other jurisdiction  
of incorporation)

\_\_\_\_\_  
(Commission  
File Number)

\_\_\_\_\_  
(I.R.S. Employer  
Identification No.)

One Design Center Place, Suite 850, Boston,  
Massachusetts

02210

\_\_\_\_\_  
(Address of principal executive offices)

\_\_\_\_\_  
(Zip Code)

Registrant's telephone number, including area code:

(617) 368-5000

Not Applicable

\_\_\_\_\_  
Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)  
 Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)  
 Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))  
 Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



**Top of the Form**

**Item 1.01 Entry into a Material Definitive Agreement**

On March 9, 2016, at a special joint meeting of the Board of Directors and Class B Stockholders of the Company, the Amended and Restated 1996 Stock Option Plan for Non-Employee Directors was amended to extend the term for an additional ten years. The Plan's new expiration date is May 21, 2026. A copy of the amended Plan will be attached as an exhibit to the Company's Quarterly Report on Form 10-Q for the quarter ended March 26, 2016.

**Item 8.01 Other Events**

The following Officers of the Company entered into individual sales plans pursuant to Rule 10b5-1 of the Securities Exchange Act of 1934, as amended, for trading in shares of the Company's Class A Common Stock (each, a 10b5-1 Plan): Robert P. Pagano, Vice President, Brand Development, on February 24, 2016; and Ai-Li Lim, Vice President, Human Resources, on March 7, 2016. The aggregate number of shares that may be sold pursuant to these 10b5-1 Plans is 22,002 shares. The purpose of each of these 10b5-1 Plans is to provide liquidity and investment diversification. Once executed, transactions under each 10b5-1 Plan will be disclosed publicly through Form 4 and/or Form 144 filings with the Securities and Exchange Commission to the extent applicable.

On March 7, 2016, the Company entered into a 10b5-1 Plan to repurchase up to \$64 million of the Company's Class A Common Stock during the period commencing March 28, 2016 and ending June 24, 2016.

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**Top of the Form**

**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.

*March 9, 2016*

The Boston Beer Company, Inc.

By: */s/ Martin F. Roper*

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*Name: Martin F. Roper  
Title: Chief Executive Officer*