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BOSTON BEER CO INC
Form 8-K
August 20, 2003

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 event reported): August 19, 2003

The Boston Beer Company, Inc.
(Exact name of registrant as specified in its chapter)

Massachusetts (State or other jurisdiction of incorporation)	01-14092 (Commission File Number)	04-328-4048 (IRS Employer Identification No.)
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75 Arlington Street, Boston, MA (Address of principal executive offices)	02116 (Zip Code)
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Registrant's telephone number, including area code (617) 368-5000

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE.

The Board of Directors of the Company has increased by \$10,000,000 to \$80,000,000 the aggregate expenditure limitation on the Company's Class A Common Stock repurchase program. As of the date of this report, the Company has repurchased a total of approximately 6,803,000 shares under this program at an aggregate cost of approximately \$69,990,000.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

The press release issued by the Registrant on August 19, 2003 is attached hereto as Exhibit 99.

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)

/s/ Martin F. Roper

Date: August 19, 2003

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

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

EXHIBIT

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99. Press release of The Boston Beer Company, Inc. dated August 19, 2003.

-2-