

Edgar Filing: BOSTON BEER CO INC - Form SC 13G

BOSTON BEER CO INC
Form SC 13G
February 12, 2007

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULES 13d-1 (b) (c), AND (d) AND AMENDMENTS THERETO FILED
PURSUANT TO RULE 13d-2 (b)

The Boston Beer Company, Inc

(Name of Issuer)

Class A Common Stock, \$0.01 par value

(Title of Class of Securities)

100557107

(CUSIP Number)

July 14, 2006

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 100557107

13G

Page 2 of 8 Pages

1. NAMES OR REPORTING PERSONS
S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS

Renaissance Technologies Corp. 13-3127734

2. CHECK APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS):
(a)
(b)

3. SEC USE ONLY

Edgar Filing: BOSTON BEER CO INC - Form SC 13G

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5. SOLE VOTING POWER

744,800

NUMBER OF
SHARES
BENEFICIALLY

6. SHARED VOTING POWER

0

OWNED BY
EACH
REPORTING
PERSON
WITH

7. SOLE DISPOSITIVE POWER

744,800

8. SHARED DISPOSITIVE POWER

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

744,800

10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES
(SEE INSTRUCTIONS)

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

7.49%

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IA

Page 2 of 8 Pages

CUSIP No. 100557107

13G

Page 3 of 8 Pages

1. NAMES OR REPORTING PERSONS

S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS

James H. Simons

2. CHECK APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS):

(a)

(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

United States

Edgar Filing: BOSTON BEER CO INC - Form SC 13G

5. SOLE VOTING POWER
744,800

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

6. SHARED VOTING POWER
0

7. SOLE DISPOSITIVE POWER
744,800

8. SHARED DISPOSITIVE POWER
0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
744,800

10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
7.49%

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)
IN

Page 3 of 8 Pages

CUSIP No. 100557107

13G

Page 4 of 8 Pages

Item 1.

(a) Name of Issuer.

The Boston Beer Company, Inc

(b) Address of Issuer's Principal Executive Offices.

One Design Center Place, Suite 850
Boston, MA 02210

Item 2.

(a) Name of Person Filing.

This Schedule 13G is being filed by Renaissance Technologies Corp. ("RTC") and James H. Simons ("Simons").

(b) Address of Principal Business Office or, if none, Residence.

The principal business address of the reporting persons is:
800 Third Avenue

Edgar Filing: BOSTON BEER CO INC - Form SC 13G

(iii) sole power to dispose or to direct the disposition of:	RTC: 744,800
	Simons: 744,800
(iv) shared power to dispose or to direct the disposition of:	0

Page 5 of 8 Pages

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Certain funds and accounts managed by RTC have the right to receive dividends and proceeds from the sale of the securities which are the subject of this report. RIEF Trading LLC holds of record more than 5% of such securities.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable.

Page 6 of 8 Pages

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 12, 2007

/s/ James H. Simons

James H. Simons

Edgar Filing: BOSTON BEER CO INC - Form SC 13G

Renaissance Technologies Corp.

By: /s/ Mark Silber

Mark Silber
Vice President

Attention: Intentional misstatements or omissions of fact constitute
Federal criminal violations (see 18 U.S.C. 1001).

Page 7 of 8 Pages