

What is Kirin?

OUR LEADERSHIP

Kirin—Leading the Way Forward

The Kirin Group has forged ahead of other companies in a number of areas. These include genuine flavor that addressed latent consumer demand and functional beverages that anticipated health consciousness, as well as pharmaceuticals, where we help patients suffering from diseases for which there are currently no adequate treatments.

We do not pursue market needs that have already emerged in the same way as our competitors. Rather, our approach is to leverage our unique competitive advantages to create new value for our consumers. The Kirin Group has consistently implemented this approach. We strive to create new markets and technologies through innovation and to take the lead in fostering cultural advances that lead the times. In this way, we work together with consumers to nurture product and corporate brands that earn the enduring support of consumers. This unique approach is the pride of the Kirin Group and has become the driving force that further strengthens the Group's value creation foundation.



Luxurious flavor made with a first-press wort brewing process

◀ Kirin Ichiban Shibori



Leading the RTD market with Kirin's quality made of "not-from-concentrate" fruit juice and vodka

◀ Kirin Hyoketsu®

OUR LEADERSHIP

Creating New Markets and Consumer Culture

Delicious and reasonably priced
Creating a new category by reducing carbohydrate



Tanrei Platinum Double (left) ▶
Tanrei Green Label (right) ▶

Leading the market for craft beers in Australia



James Squire ▶



Global standard for an anemia-relieving treatment for renal anemia
Striving to contribute to improvement in the quality of life of patients

◀ NESP®



Authentic black tea beverage that can be readily enjoyed in a PET bottle

◀ Kirin Gogo-no-Kocha