


# Kirin's History of Progress

The history of the Kirin Group dates back to 1907, when the Kirin Brewery Company was founded and took over the business of the Japan Brewery Co., Ltd., which had been established in Yamate, Yokohama. Since that time, the Group has made sustained progress with a focus on offering products with higher added value, implementing business diversification and globalization, and enhancing management.

Moving forward, the Group will continue to value the pursuit of innovation, a customer orientation, and a focus on quality, which have been a part of the Group's corporate DNA since its founding. Kirin's resilience enables the Group to respond to evolving markets and consumer needs and is a key strength in Kirin's endeavors to increase corporate value.

- Adding Higher Value to Products
- Business Diversification and Globalization

Details regarding Kirin's history of progress can be found on Kirin Holdings' corporate website.

 **Corporate History**  
<http://www.kirinholdings.co.jp/english/company/history/>

**1888**

**Launch of Kirin Beer**

To ensure a full-fledged German-style beer, ingredients and equipment were imported from Germany and a German technician was hired. This product was launched by Japan Brewery, the forerunner to Kirin Brewery Company.



**1928**

**Launch of Kirin Lemon**

*Kirin Lemon*, a non-alcoholic beverage, does not use any artificial coloring agents in consideration for the safety and security of customers.



**1986**

**Launch of Kirin Gogo-no-Kocha**

This was Japan's first black tea beverage in a PET bottle. *Kirin Gogo-no-Kocha* created a new consumption scenario, enabling black tea to be casually enjoyed anywhere, and it instantly dominated the market.



**Transformation from Japan Brewery Co., Ltd. to Kirin Brewery Company**

**Kirin Beer achieves 60% market share as top domestic brand**

**Diversification of management; support for fulfilling lifestyles incorporating beer**

1888

1980s

**1907**

**Establishment of Kirin Brewery Company**

Kirin Brewery Company, which took over the business of the Japan Brewery Co., Ltd., was founded by parties related to the Iwasaki family, Mitsubishi, and MEIDI-YA.



1970s

**1970s The first phase of diversification**

In addition to nurturing and strengthening the non-alcoholic beverages and spirits businesses, the Group also advanced into the food business. Koiwai Dairy Products Company, Limited, which was established in 1976, commenced nationwide sales of cheese, butter, and other dairy products.

**1980s**

**The second phase of diversification**

The Group included the promotion of diversification in the "Long-Range Management Plan." Business development moved ahead in five areas other than beer—non-alcoholic beverages, food, life sciences, services, and overseas business.



The launch of *ESPO*, a treatment agent for renal anemia, marked the full-scale entry into the pharmaceuticals business.

2001

**Launch of Kirin Chu-hi Hyoketsu® (currently, Kirin Hyoketsu®)**

Kirin Hyoketsu®, which was developed as Kirin Brewery's first product under its comprehensive alcoholic beverage strategy, established a strong position as a major brand in the canned *chu-hi* market.



2009

**Launch of Kirin FREE**

Kirin FREE, the world's first 0.00%, completely alcohol-free beer-flavored beverage, was created from a desire to eliminate drunk driving.



2016

**Launch of 47 Todofuken no Ichiban Shibori**

This special *Ichiban Shibori* series was created together with customers living across Japan to discover the distinctive appeal of the country's local regions.



2000

**Launch of Kirin Nama-cha**

This product was created with the utmost care directed toward bringing out the flavor of green tea, utilizing raw tea leaf extracts rich with green tea flavor as well as fresh ideas and new manufacturing methods to truly accentuate this flavor.



2002

**Launch of Tanrei Green Label**

This *happo-shu* (low-malt beer), which realizes a 70% reduction in carbohydrate, offers refreshment for the body and mind.



*Tanrei Green Label* established the health-related category.

2012

**Launch of Grand Kirin**

This product proposes new ways of enjoying beer through craft beer.



1990

**Launch of Kirin Ichiban Shibori**

Aiming for a true, genuine beer that could only be made by Kirin, the Company developed this beer only using the first strain of malt liquid.



2012

**Launch of Kirin Mets COLA**

Kirin Mets COLA was the first cola beverage approved as a food for specified health uses. It includes indigestible dextrin, which suppresses the absorption of fat from meals.



1990s

2016

Launch of unprecedented hit, Kirin Ichiban Shibori

Globalization and establishment of Kyowa Hakko Kirin

Creation of new beverage cultures

2000s

1998

**Capital participation in Lion Nathan Limited (currently, Lion)**

The Group implemented a capital participation in Lion Nathan Limited, a beer company operating in the Oceania market. Active business development initiatives also got under way in China.



2006

**Capital participation in Mercian**

The Company commenced capital participation in Mercian Corporation, a manufacturer and seller of wine, *shochu*, whiskey, and spirits. This company has formed the core of the Kirin Group's wine business since 2007.

2008

**Establishment of Kyowa Hakko Kirin**

Kyowa Hakko Kirin was created through the merger of Kyowa Hakko Co., Ltd., in which Kirin had implemented a capital participation, and Kirin Pharma Company, Limited. Kyowa Hakko Kirin aims to be a global specialty pharmaceutical company.

2011

**Schincariol Participações e Representações S.A. (currently, Brasil Kirin) was made a 100% subsidiary**

2015

**Acquisition of Myanmar Brewery**

The Company acquired 55% of the outstanding shares of Myanmar Brewery Limited, which boasted a market share in Myanmar of about 80%.

