

Kirin Group Monthly Sales Report - August 2016 -

Kirin Holdings Company, Limited announces the monthly sales outline in August 2016 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

Category	YOY change (Aug 2016)
Beer Category Total	101%
Beer Total	100%
Happo-Shu Total	103%
New genre Total	100%
RTD Total	109%

Main brands of Kirin Brewery are as follows:

(1) *Kirin Ichiban Shibori*



Ichiban Shibori brewed for each Japan's 47 prefectures

(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Kirin Hyoketsu*



Seasonal Offer (CVS only) on 9 Aug



Seasonal Offer on 30 Aug

(5) *Kirin Honshibori™ Chuhai*



2. Mercian

■Category

Category	YOY change (Aug 2016)
Wine Total	106%
Domestic Total	103%
Import Total	109%

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *Franzia*



(4) *Frontera*



(5) *Casillero del Diablo*



3. Kirin Beverage

■Category

Category	YOY change (Aug 2016)
Non-Alcoholic Beverages Total	108%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



(3) *Kirin Namacha*



(4) *Kirin Mets*

