

Kirin Group Monthly Sales Report - September 2016 -

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

1. Kirin Brewery

■ Category

Category	YOY change (Sep 2016)
Beer Category Total	100%
Beer Total	102%
Happo-Shu Total	101%
New genre Total	98%
RTD Total	105%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



(5) Kirin Honshibori™ Chuhai



2. Mercian

■ Category

Category	YOY change (Sep 2016)
Wine Total	99%
Domestic Total	91%
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

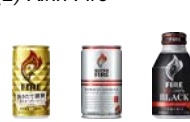
Category	YOY change (Sep 2016)
Non-Alcoholic Beverages Total	114%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



(3) Kirin Namacha



(4) Kirin Mets

