

Kirin Group Monthly Sales Report - October 2016 -

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

1. Kirin Brewery

■Category

Category	YOY change (Oct 2016)
Beer Category Total	94%
Beer Total	97%
Happo-Shu Total	92%
New genre Total	91%
RTD Total	98%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



Ichiban Shibori brewed for each Japan's 47 prefectures



Seasonal Offer on Oct 25

(2) Kirin Tanrei



(3) Kirin



(4) Kirin Hyoketsu



Seasonal Offer on Oct 11



Starting nationwide sale on Oct 11

(5) Kirin Honshibori™ Chuhai



Seasonal Offer on Oct 4

2. Mercian

■Category

Category	YOY change (Oct 2016)
Wine Total	95%
Domestic Total	87%
Import Total	104%

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 (Oct 2016)
Non-Alcoholic Beverages Total	105%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



For the 30th anniversary on Oct 25

(2) Kirin Fire



Fully renewed! on Oct 4

(3) Kirin Namacha



(4) Kirin Mets

