

Kirin Group Monthly Sales Report - November 2016 -

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

1. Kirin Brewery

■Category

Category	YOY change (Nov 2016)
Beer Category Total	99%
Beer Total	99%
Happo-Shu Total	101%
New genre Total	97%
RTD Total	110%

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



Seasonal Offer on Nov 8

(4) Kirin Hyoketsu



Seasonal Offer on Nov 8



Seasonal Offer on Nov 29

(5) Kirin Honshibori™ Chuhai



Seasonal Offer on Nov 15

2. Mercian

■Category

Category	YOY change (Nov 2016)
Wine Total	109%
Domestic Total	106%
Import Total	113%

Main brands of Mercian are as follows:

(1) Château Mercian



Awarded Gold prize at HKIWSC* 2016

Nagano Chardonnay Unwooded 2015

(2) Oishii-sankaboshizai-mutenka wine



(3) Franzia



(4) Frontera



(5) Casillero del Diablo



*HKIWSC, The Cathay Pacific Hong Kong International Wine & Spirit Competition, is the first truly Asian wine and spirit competition in the world.

3. Kirin Beverage

■Category

Category	YOY change (Nov 2016)
Non-Alcoholic Beverages Total	110%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



Seasonal Offer on Nov 15

(2) Kirin Fire



New! on Nov 1

(3) Kirin Namacha



(4) Kirin Mets



Seasonal Offer on Nov 22