Kirin Group Monthly Sales Report - January 2017 -

Kirin Holdings Company, Limited announces the monthly sales outline in January 2017 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

3 - 7		
Category	YOY change (Jan 2017)	
Beer Category Total	117%	
Beer Total	112%	
Happo-Shu Total	121%	
New genre Total	120%	
RTD Total	101%	

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori

(2) Kirin Tanrei



(4) Kirin Hyoketsu

(5) Kirin Honshibori_{TM} Chuhai



























2. Mercian

■ Category

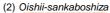
= category		
Category	YOY change (Jan 2017)	
Wine Total	99%	
Domestic Total	93%	
Import Total	106%	

Main brands of Mercian are as follows:

(1) Château Mercian



















3. Kirin Beverage

■Category

Category	YOY change (Jan 2017)
Non-Alcoholic Beverages Total	110%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



























