

Kirin Group Monthly Sales Report - April 2017 -

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

1. Kirin Brewery

■ Category

Category	YOY change (Apr 2017)
Beer Products Total	97%
Beer	100%
Happo-Shu (Low-malt beer)	94%
New genre	97%
RTD Total	100%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



Start to sale
Ichiban Shibori
brewed for each
Japan's
47 prefectures

(2) Kirin Tanrei



(3) Kirin Nodogoshi



**Newly
Launched!**
on Apr 18

(4) Kirin Hyoketsu



**Seasonal
Offer**
on Apr 25

(5) Kirin Honshibori™ Chuhai



**Seasonal
Offer**
on Apr 18

2. Mercian

■ Category

Category	YOY change (Apr 2017)
Wine Total	94%
Domestic Total	91%
Import Total	97%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishi-sankaboshizai-mutenka wine



(3) Frontera



(4) Casillero del Diablo



3. Kirin Beverage

■ Category

Category	YOY change (Apr 2017)
Non-Alcoholic Beverages Total	90%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



Revamped!
on Apr 4



**Seasonal
Offer**
on Apr 18

(2) Kirin Fire



Limited Item
Vending machine
only
on Apr 18



**Seasonal
Offer**
on Apr 4

(3) Kirin Namacha

