

Kirin Group Monthly Sales Report - October 2017 -

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

1. Kirin Brewery

■Category

Category	YOY change (Oct 2017)
Beer Products Total	92%
Beer	89%
Happo-Shu (Low-malt beer)	96%
New genre	93%
RTD Total	103%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



Limited Item
On Oct 31

(5) Kirin Honshibori™ Chuhai



2. Mercian

■Category

Category	YOY change (Oct 2017)
Wine Total	105%
Domestic Total	101%
Import Total	110%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) Frontera



(4) Casillero del Diablo



3. Kirin Beverage

■Category

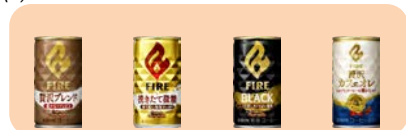
Category	YOY change (Oct 2017)
Non-Alcoholic Beverages Total	92%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



Renewed!
on Oct 3

(3) Kirin Namacha

