

Kirin Group Monthly Sales Report - November 2017 -

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

1. Kirin Brewery

■Category

Category	YOY change (Nov 2017)
Beer Products Total	98%
Beer	100%
Happo-Shu (Low-malt beer)	98%
New genre	95%
RTD Total	113%

Main brands of Kirin Brewery are as follows:

(1) *Kirin Ichiban Shibori*



Special Items
from
each 9 Plants

On Nov 28

(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



Limited
Item

On Nov 21

(4) *Kirin Hyoketsu*



Limited
Item

On Nov 7

(5) *Kirin Honshibori™ Chuhai*



Limited
Item

On Nov 21

2. Mercian

■Category

Category	YOY change (Nov 2017)
Wine Total	103%
Domestic Total	99%
Import Total	106%

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 (Nov 2017)
Non-Alcoholic Beverages Total	96%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



Newly
Launched

On Nov 14

(3) *Kirin Namacha*

