

# Kirin Group Monthly Sales Report - December 2017 -

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

## 1. Kirin Brewery

### ■Category

Category	YOY change (Dec 2017)	YOY change (Jan - Dec 2017)
Beer Products Total	96%	96%
Beer	95%	97%
Happo-Shu (Low-malt beer)	96%	97%
New genre	96%	94%
RTD Total	103%	108%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN

(2) Kirin Tanrei

(3) Kirin Nodogoshi

(4) Kirin Hyoketsu

(5) Kirin Honshibori™ Chuhai



Limited  
Item  
On Dec 5



Limited  
Item  
On Dec 19



## 2. Mercian

### ■Category

Category	YOY change (Dec 2017)	YOY change (Jan - Dec 2017)
Wine Total	97%	102%
Domestic Total	93%	99%
Import Total	101%	105%

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 (Dec 2017)	YOY change (Jan - Dec 2017)
Non-Alcoholic Beverages Total	98%	98%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha

(2) Kirin Fire

(3) Kirin Namacha

