

Kirin Group Monthly Sales Report - February 2018 -

Kirin Holdings Company, Limited announces the monthly sales outline in February 2018 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

Category	YOY change (Feb 2018)
Beer Products Total	98%
Beer	108%
Happo-Shu (Low-malt beer)	94%
New genre	91%
RTD Total	104%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*

(2) *Kirin Tanrei*

(3) *Kirin Nodogoshi*

(4) *Kirin Hyoketsu*

(5) *Kirin Honshibori™ Chuhai*



New!
On Feb 27



2. Mercian

■Category

Category	YOY change (Feb 2018)
Wine Total	99%
Domestic Total	99%
Import Total	100%

Main brands of Mercian are as follows:

(1) *Château Mercian*

(2) *Oishii-sankaboshizai-mutenka wine*

(3) *Frontera*

(4) *Casillero del Diablo*



New!
Premium
On Feb 27



3. Kirin Beverage

■Category

Category	YOY change (Feb 2018)
Non-Alcoholic Beverages Total	100%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*

(2) *Kirin Fire*

(3) *Kirin Namacha*



Limited
Item
On Feb 20

