

Kirin Group Monthly Sales Report - March 2018 -

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

1. Kirin Brewery

■ Category

Category	YOY change (Mar 2018)	YOY change (Jan-Mar 2018)
Beer Products Total	111%	105%
Beer	108%	107%
Happo-Shu (Low-malt beer)	94%	94%
New genre	131%	113%
RTD Total	99%	105%

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 Mar 13



Limited Item
On Mar 27



2. Mercian

■ Category

Category	YOY change (Mar 2018)	YOY change (Jan-Mar 2018)
Wine Total	98%	100%
Domestic Total	99%	100%
Import Total	96%	100%

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 (Mar 2018)	YOY change (Jan-Mar 2018)
Non-Alcoholic Beverages Total	99%	100%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*

(2) *Kirin Fire*

(3) *Kirin Namacha*



New !
On Mar 27



New Package!
On Mar 6