

Kirin Group Monthly Sales Report - April 2018 -

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

1. Kirin Brewery

■Category

Category	YOY change (Apr 2018)
Beer Products Total	97%
Beer	82%
Happo-Shu (Low-malt beer)	97%
New genre	111%
RTD Total	130%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN

(2) Kirin Tanrei

(3) Kirin Nodogoshi

(4) Kirin

(5) Kirin Honshibori™ Chuhai



Limited
Item
On Apr 24



Limited
Item
On Apr 17

2. Mercian

■Category

Category	YOY change (Apr 2018)
Wine Total	95%
Domestic Total	84%
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 (Apr 2018)
Non-Alcoholic Beverages Total	107%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha

(2) Kirin Fire

(3) Kirin Namacha



Renewed!
On Apr 3



New!
On Apr 3

