

Kirin Group Monthly Sales Report - Jul 2018 -

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

1. Kirin Brewery

■Category

Category	YOY change (Jul 2018)
Beer Products Total	115%
Beer	96%
Happo-Shu (Low-malt beer)	96%
New genre	153%
RTD Total	116%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*

(2) *Kirin Tanrei*

(3) *Kirin Nodogoshi*

(4) *Kirin*

(5) *Kirin Honshibori™ Chuhai*



2. Mercian

■Category

Category	YOY change (Jul 2018)
Wine Total	98%
Domestic Total	96%
Import Total	101%

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 (Jul 2018)
Non-Alcoholic Beverages Total	105%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*

(2) *Kirin Fire*

(3) *Kirin Namacha*



Limited
Item
On July 10

