Kirin Group Monthly Sales Report - October 2018 -

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

1. Kirin Brewery

Cate	egc	ory

Category	YOY change (Oct 2018)		
Beer Products Total	114%		
Beer	96%		
Happo-Shu (Low-malt beer)	99%		
New genre	150%		
RTD Total	125%		

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN (3) Kirin Nodogoshi (2) Kirin Tanrei



2. Mercian

Category	YOY change (Oct 2018)	
Wine Total	116%	
Domestic Total	120%	
Import Total	112%	

Main brands of Mercian are as follows:

(1) Château Mercian (2) Oishii-sankaboshizai-mutenka wine (3) Frontera







(4) Kirin

(4) Casillero del Diablo

(3) Kirin Namacha

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3. Kirin Beverage

Category	YOY change	
Category	(Oct 2018)	
Non-Alcoholic Beverages Total	107%	

Main brands of Kirin Beverage are as follows:

(1)	Kirin	Gogo-no-l	Koci	ha
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(5) Kirin Honshibori_{TM} Chuhai

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