

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

■Category

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*



Limited
Item
On
October 23



(2) *Kirin Tanrei*

(3) *Kirin Nodogoshi*



Revamped!
On October 2

(4) *Kirin*



Limited
Item
On
October 2

(5) *Kirin Honshibori™ Chuhai*



2. Mercian

■Category

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) *Casillero del Diablo*



3. Kirin Beverage

■Category

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

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



Revamped!
On October 2

(3) *Kirin Namacha*

