

Kirin Group Monthly Sales Report - November 2018 -

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

1. Kirin Brewery

■Category

Category	YOY change (Nov 2018)
Beer Products Total	104%
Beer	93%
Happo-Shu (Low-malt beer)	92%
New genre	126%
RTD Total	113%

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 (Nov 2018)
Wine Total	93%
Domestic Total	92%
Import Total	94%

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 (Nov 2018)
Non-Alcoholic Beverages Total	101%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



New!
On
Nov 27

(2) *Kirin Fire*



(3) *Kirin Namacha*

