

Kirin Group Monthly Sales Report - December 2018 -

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

1. Kirin Brewery

■Category

Category	YOY change (Dec 2018)	YOY change (Jan-Dec 2018)
Beer Products Total	103%	105%
Beer	91%	94%
Happo-Shu (Low-malt beer)	89%	93%
New genre	129%	129%
RTD Total	116%	113%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Kirin Hvoketsu*



(5) *Kirin Honshibori™ Chuhai*



Limited
On Dec. 11



2. Mercian

■Category

Category	YOY change (Dec 2018)
Wine Total	92%
Domestic Total	90%
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 (Dec 2018)	YOY change (Jan-Dec 2018)
Non-Alcoholic Beverages Total	97%	102%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



(3) *Kirin Namacha*

