

Kirin Group Monthly Sales Report - March 2019 -

Kirin Holdings Company, Limited announces the monthly sales outline in March 2019 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

Category	YOY change (Mar 2019)	YOY change (Jan-Mar 2019)
Beer Products Total	91%	103%
Beer	81%	87%
Happo-Shu (Low-malt beer)	85%	92%
New genre	104%	127%
RTD Total	114%	115%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Honkirin*



(5) *Kirin Hyoketsu*



2. Mercian

■Category

Category	YOY change (Mar 2019)	YOY change (Jan-Mar 2019)
Wine Total	87%	93%
Domestic Total	84%	91%
Import Total	91%	95%

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *Casillero del Diablo*



3. Kirin Beverage

■Category

Category	YOY change (Mar 2019)	YOY change (Jan-Mar 2019)
Non-Alcoholic Beverages Total	101%	101%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



(3) *Kirin Namacha*

