

Kirin Group Monthly Sales Report - September 2019 -

Kirin Holdings Company, Limited announces the monthly sales outline in September 2019 regarding businesses in Japan.

1. Kirin Brewery

■Category

Category	YOY change (Sep 2019)	YOY change (Jan-Sep 2019)
Beer Products Total	124%	103%
Beer	117%	96%
Happo-Shu (Low-malt beer)	116%	95%
New genre	133%	114%
RTD Total	109%	107%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN



(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Honkirin



(5) Kirin Hyoketsu



Limied Item
On Sep. 3

2. Mercian

■Category

Category	YOY change (Sep 2019)	YOY change (Jan-Sep 2019)
Wine Total	92%	97%
Domestic Total	84%	98%
Import Total	103%	97%

Main brands of Mercian are as follows:

(1) Chateau Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) Casillero del Diablo



3. Kirin Beverage

■Category

Category	YOY change (Sep 2019)	YOY change (Jan-Sep 2019)
Non-Alcoholic Beverages Total	106%	100%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



New!
On Sep. 24

(3) Kirin Namacha

