

Kirin Group Monthly Sales Report - October 2019 -

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

1. Kirin Brewery

■Category

Category	YOY change (Oct 2019)
Beer Products Total	87%
Beer	91%
Happo-Shu (Low-malt beer)	79%
New genre	88%
RTD Total	101%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



Limied Item
On Oct. 29

(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Honkirin*



(5) *Kirin Hyoketsu*



Limied Item
On Oct. 8

2. Mercian

■Category

Category	YOY change (Oct 2019)
Wine Total	79%
Domestic Total	75%
Import Total	82%

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 (Oct 2019)
Non-Alcoholic Beverages Total	109%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



Revamped!
On Oct. 8



(3) *Kirin Namacha*

