

Kirin Group Monthly Sales Report - March 2020 -

Kirin Holdings Company, Limited announces the monthly sales outline in March 2020 regarding businesses in Japan.

1. Kirin Brewery

■Category

Category	YOY change (Mar 2020)	YOY change (Jan-Mar 2020)
Beer Products Total	95%	98%
Beer	76%	89%
Happo-Shu (Low-malt beer)	97%	94%
New genre	108%	106%
RTD Total	94%	101%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN



(2) Kirin Tanrei Green Label



(3) Kirin Nodogoshi



(4) Honkirin



(5) Kirin Hyoketsu



2. Mercian

■Category

Category	YOY change (Mar 2020)	YOY change (Jan-Mar 2020)
Wine Total	93%	94%
Domestic Total	95%	97%
Import Total	90%	91%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) FRONTERA



New Package

3. Kirin Beverage

■Category

Category	YOY change (Mar 2020)	YOY change (Jan-Mar 2020)
Non-Alcoholic Beverages Total	100%	101%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Namacha



Revamped!
3 March