

# Kirin Group Monthly Sales Report - April 2020 -

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

## 1. Kirin Brewery

### ■Category

Category	YOY change (Apr 2020)
Beer Products Total	87%
Beer	51%
Happo-Shu (Low-malt beer)	100%
New genre	106%
RTD Total	122%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



(2) *Kirin Tanrei Green Label*



Revamped!  
in  
late March

(3) *Kirin Nodogoshi*



(4) *Honkirin*



(5) *Kirin Hyoketsu*



## 2. Mercian

### ■Category

Category	YOY change (Apr 2020)
Wine Total	97%
Domestic Total	106%
Import Total	89%

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *FRONTERA*



## 3. Kirin Beverage

### ■Category

Category	YOY change (Apr 2020)
Non-Alcoholic Beverages Total	77%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Namacha*

