

Kirin Group Monthly Sales Report - July 2020 -

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

1. Kirin Brewery

■Category

Category	YOY change (Jul 2020)
Beer Products Total	95%
Beer	81%
Happo-Shu (Low-malt beer)	99%
New genre	102%
RTD Total	121%

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 (Jul 2020)
Wine Total	102%
Domestic Total	107%
Import Total	96%

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *FRONTERA*



3. Kirin Beverage

■Category

Category	YOY change (Jul 2020)
Non-Alcoholic Beverages Total	91%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Namacha*



Revamped!
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7 July