

Kirin Group Monthly Sales Report - September 2020 -

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

1. Kirin Brewery

■ Category

Category	YoY change (September 2020)	YoY change (Jan.-Sep. 2020)
Beer Products Total	96%	95%
Beer	70%	75%
Happo-Shu (Low-malt beer)	87%	96%
New genre	117%	109%
RTD Total	118%	109%

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 (September 2020)	YoY change (Jan.-Sep. 2020)
Wine Total	95%	98%
Domestic Total	97%	102%
Import Total	93%	93%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) FRONTERA



3. Kirin Beverage

■ Category

Category	YoY change (September 2020)	YoY change (Jan.-Sep. 2020)
Non-Alcoholic Beverages Total	97%	92%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Namacha



New!
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September 15

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For more information regarding Kirin Holdings, visit <https://www.kirinholdings.co.jp/english/>
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