

# Kirin Group Monthly Sales Report - October 2020 -

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

## 1. Kirin Brewery

### ■Category

Category	YoY change (October 2020)
Beer Products Total	100%
Beer	117%
Happo-Shu (Low-malt beer)	109%
New genre	81%
RTD Total	124%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN



New!  
on  
October 6

(2) Kirin Tanrei Green Label



(3) Kirin Nodogoshi



(4) Honkirin



(5) Kirin Hyoketsu



New!  
on  
October 20

## 2. Mercian

### ■Category

Category	YoY change (October 2020)
Wine Total	89%
Domestic Total	99%
Import Total	80%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) FRONTERA



## 3. Kirin Beverage

### ■Category

Category	YoY change (October 2020)
Non-Alcoholic Beverages Total	80%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Namacha



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