

FY 2021 Sales Report (YoY)

	Category	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.-Dec.	
	Kirin Brewery	Beer products	92%	98%	103%	105%	93%	94%	101%	86%	80%	101%	104%	99%	96%
Beer		70%	96%	117%	170%	116%	105%	115%	92%	92%	85%	110%	106%	104%	
Happo-shu		115%	108%	107%	95%	96%	103%	105%	95%	102%	97%	101%	96%	101%	
New genre		95%	94%	95%	88%	83%	84%	91%	78%	67%	123%	101%	95%	89%	
RTD		116%	128%	136%	100%	103%	109%	102%	97%	108%	87%	96%	95%	105%	
Main Brands															
KIRIN ICHIBAN		53%	70%	98%	158%	96%	86%	98%	74%	73%	92%	111%	107%	92%	
Kirin Tanrei Green Label		123%	111%	107%	89%	94%	104%	104%	94%	102%	97%	101%	94%	100%	
Kirin Nodogoshi		88%	86%	85%	84%	81%	76%	87%	70%	61%	128%	95%	87%	83%	
Honkirin		108%	104%	96%	90%	86%	96%	90%	72%	63%	150%	102%	95%	91%	
Kirin Hyoketsu	109%	113%	106%	104%	107%	112%	101%	102%	118%	91%	97%	95%	104%		
Mercian	Wine Total	98%	101%	96%	82%	81%	88%	80%	90%	83%	90%	82%	84%	87%	
	Domestic Total	108%	107%	100%	86%	83%	99%	81%	96%	92%	96%	87%	91%	93%	
	Import Total	87%	94%	91%	77%	79%	76%	78%	83%	72%	84%	75%	76%	80%	
	Main brands														
	Château Mercian	89%	67%	113%	157%	111%	111%	104%	116%	73%	98%	63%	95%	96%	
	Oishii-sankaboshizai-mutenka wine	19%	105%	98%	81%	86%	95%	84%	94%	90%	96%	97%	92%	93%	
	FRONTERA	104%	106%	96%	75%	81%	85%	86%	86%	98%	98%	100%	92%	91%	
Kirin Beverage	Non-Alcoholic Beverages Total	82%	87%	95%	112%	100%	94%	108%	86%	91%	108%	102%	98%	97%	
	Main Brands														
	Kirin Gogo-no-Kocha	82%	79%	98%	113%	105%	94%	104%	86%	101%	111%	106%	100%	98%	
	Kirin Namacha	88%	92%	99%	117%	99%	90%	117%	93%	84%	110%	104%	92%	98%	
	Lactococcus lactis strain Plasma Beverages	107%	138%	154%	162%	186%	193%	231%	187%	214%	955%	113%	96%	166%	