

INHOP Proudly Introduces its First Consumer Products: Thought-Enhancing “Thinking Supplement HOPinGUMMI” and “Thinking Supplement JUKEN-RYOKU”

INHOP Company, Limited (President and CEO: Yuji Kaneko), jointly established by Kirin Holdings Company, Limited (President and CEO: Yoshinori Isozaki) and Dentsu Group Inc. (President and CEO: Toshihiro Yamamoto), started on July 31 to offer through its online INHOP SHOP a limited quantity of the thought-enhancing “Thinking Supplement HOPinGUMMI” and “Thinking Supplement JUKEN-RYOKU” (study for examination), both containing Kirin’s proprietary matured hop extracts¹.

1. Made from matured hops using the water-extraction process

INHOP started as a joint venture between Kirin and Dentsu to explore the wider applications of hops in ways that would be beneficial to healthy lifestyles. INHOP’s goal is to develop and market products that contain matured hop extracts, which Kirin discovered through years of experience in beer brewing to have health benefits, to address social issues associated with people’s wellness.

As a first step, INHOP has developed two dietary supplements, Thinking Supplement HOPinGUMMI and Thinking Supplement JUKEN-RYOKU, so that consumers can enjoy the benefits of brain-healthy matured hop extracts whenever and wherever they want—during work or study. On the advice of Shusaku Toba, the owner and chef of the one MICHELIN star restaurant in the 2020 edition of the MICHELIN guide Tokyo, the grapefruit flavor was added to HOPinGUMMI to make the distinctive bitterness of matured hops less pronounced and make the gummy candy taste better for people of all ages, including children. JUKEN-RYOKU comes in tablet form to make it easy to consume matured hop extracts as daily dietary supplements.

Kirin Group Vision 2027, the long-term management vision of the Kirin Group, sets out the broad goal of creating value across the world of Food & Beverages to Pharmaceuticals and becoming a global leader in CSV². To augment the Group’s existing Food & Beverages domain and Pharmaceuticals domain, the Group has launched a new Health Science domain to help people stay fit and healthy by leveraging advanced fermentation and biotechnology the Group has amassed over the years. INHOP, a Kirin Group company, will assist people across a broad range of ages in maintaining healthy brain functions through the consumption of food and beverages containing Kirin’s proprietary matured hop extracts.

2. Creating Shared Value: Generating value to be shared with customers and society in general

● Thinking Supplement HOPinGUMMI <A>

- Gummy candy that comes in handy during work and study
- Flavor developed on the advice of Shusaku Toba, the owner and chef of the one MICHELIN star restaurant in the 2020 edition of the MICHELIN guide Tokyo
- Grapefruit flavor softens the bitterness of hops.

● Thinking Supplement JUKEN-RYOKU

- Easy-to-take tablets. Four tablets a day recommended.

● Matured Hop Extracts

Hops have long been used as herbs. The ten years of research Kirin conducted to ascertain the health benefits of hops has culminated in the development of matured hop extracts, which have one-tenth the bitterness of hops and can be mixed with a variety of food and beverages. Made from matured hops using the well-established water-extraction process, matured hop extracts are risk-free for people of all ages, including children.



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1. Product Name	Thinking Supplement HOPinGUMMI (A) Thinking Supplement JUKEN-RYOKU (B)
2. Available from	2:00 p.m. on Friday, July 31, 2020 (JST)
3. Sales Channel	INHOP's online INHOP Shop at https://inhop.co.jp
4. Content	A: 44 g (12 gummies) B: 10.8 g (180 mg× 60 tablets)
5. Unit Selling Price (tax included)	A: 324 JPY (sold in increments of 10 bags) B: 3,240 JPY
6. Sold by	INHOP Co., Ltd.

KIRIN brings joy to society by crafting food and healthcare products inspired by the blessings of nature and the insights of our customers.