

Kirin Beverage to launch *Sekai no Kitchen Kara Salty Litchi* in Vietnam

Thirst-quencher with homemade Thai taste comes to Vietnam

TOKYO, Tuesday September 15, 2020 – On September 29, Kirin Beverage Company Ltd. (Kirin Beverage) launched a new product called *Salty Litchi* (also known as “lychee”) in the Socialist Republic of Vietnam (Vietnam) under the popular *Sekai no Kitchen Kara* (meaning “From the Kitchens of the World”) brand. *Sekai no Kitchen Kara Salty Litchi* will be produced and distributed in Vietnam by local soft drink producer Interfood Shareholding Company (Interfood), a Kirin Group company.

● Long-seller in Japan with a Thailand “homemade” taste

July 2011. Now approaching its 10th anniversary, *Salty Litchi* remains one of the most popular and long-selling products in the renowned *Sekai no Kitchen Kara* brand. It was designed as a “home-made” drink, inspired by the chilled Thai dessert *Loi Gaew*, a dessert in which salted fruit is combined with syrup that is commonly served at home in the hot and humid Chiang Mai region of Thailand. With hints from this, *Salty Litchi* is a delicious and refreshing beverage made of a combination of litchi and other fruit juices with a pinch of salt. In Japan, where *Salty Litchi* is acknowledged as an effective way to replenish fluids and prevent heat stroke^{*1}, annual sales across the *Sekai no Kitchen Kara Salty Litchi* product range rose 107% year-on-year in 2019 — a new record high.

*1 Contains 0.1 – 0.2 g of salt per 100 ml, consistent with Japan’s Ministry of Environment guidelines.

URL: www.wbgt.env.go.jp/en/pdf/guideline_cards_en/guideline_cards_A4.pdf (page 9)

● Strong sales of sister product *KIRIN iMUSE* in Vietnam

With a population of 96.48 million^{*2} and real GDP growth of 7.0%^{*2}, Vietnam represents a significant growth market, where public understanding and awareness of health issues is on the rise. In September 2019, Interfood launched *KIRIN iMUSE YOGURT & LEMON FLAVORED DRINK* in Vietnam, the first ever product to be produced under the *iMUSE* brand outside of Japan. Featuring the proprietary *Lactococcus lactis* strain Plasma developed by the Kirin Group, it is marketed in Vietnam as an immune system booster. As of early September, product sales have been robust and have already exceeded annual sales targets.

*2 According to Japan External Trade Organization (JETRO) 2019 statistics

● *Sekai no Kitchen Kara Salty Litchi*’s CSV proposition

Kirin Beverage has declared “Generating profit through growth driven by CSV^{*3}” as the vision for its business policy in 2020, the second year of its 2019-2021 Medium-Term Business Plan. Along this vision, the launch of *Sekai no Kitchen Kara Salty Litchi* in Vietnam – a country with a typically hot and humid climate – creates a new value proposition for Vietnamese consumers in the form of a great-tasting beverage that also replenishes fluids and salt intake simultaneously, helping to boost general health and well-being.

*3 Creating Shared Value. Combined added value for consumers as well as for society at large.

Sekai no Kitchen Kara Salty Litchi—product information

• **Taste:** The addition of salt enhances the delicate sweetness and rich fragrance inherent to the litchi, creating the perfect thirst-quencher for replenishing bodily fluid and sodium levels.

• **Packaging:** The blue and white color label scheme conveys a cool, refreshing image. The typeface for the product name is inspired by the Thai alphabet, while the pictures below the product name provide a simple and direct illustration of the benefits of the key ingredients, litchi fruit and salt.

• **Sales Channels:** *Sekai no Kitchen Kara Salty Litchi* will be distributed in Vietnam primarily via the fast-expanding supermarket and convenience store sector, as well as through school cafeterias and shops.

• **Promotion:** In-store product tastings primarily at supermarkets.



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Key details

1. Product name	<i>Sekai no Kitchen Kara Salty Litchi</i>
2. Territory	Vietnam
3. On sale	September 29, 2020
4. Container/size	345 ml PET bottle