

Kirin Group Monthly Sales Report - December 2016 -

Kirin Holdings Company, Limited announces the monthly sales outline in December 2016 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

Category	YOY change (Dec 2016)	YOY change (Jan-Dec 2016)
Beer Category Total	85%	95%
Beer Total	91%	98%
Happo-Shu Total	84%	94%
New genre Total	79%	91%
RTD Total	102%	104%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



Seasonal
Offer
on Dec 6

(5) Kirin Honshibori™ Chuhai



2. Mercian

■Category

Category	YOY change (Dec 2016)	YOY change (Jan-Dec 2016)
Wine Total	103%	101%
Domestic Total	103%	96%
Import Total	104%	107%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) Franzia



(4) Frontera



(5) Casillero del Diablo



3. Kirin Beverage

■Category

Category	YOY change (Dec 2016)	YOY change (Jan-Dec 2016)
Non-Alcoholic Beverages Total	104%	109%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



Seasonal
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(2) Kirin Fire



(3) Kirin Namacha



(4) Kirin Mets

