

Kirin Group Monthly Sales Report - February 2017 -

Kirin Holdings Company, Limited announces the monthly sales outline in February 2017 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■ Category

Category	YOY change (Feb 2017)
Beer Category Total	93%
Beer Total	90%
Happo-Shu Total	96%
New genre Total	95%
RTD Total	103%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



Seasonal Offer (CVS Only) on Feb 14

(5) Kirin Honshibori™ Chuhai



Seasonal Offer on Feb 7

2. Mercian

■ Category

Category	YOY change (Feb 2017)
Wine Total	99%
Domestic Total	93%
Import Total	106%

Main brands of Mercian are as follows:

(1) Château Mercian



Awarded Gold prize at Asian Wine Review 2017

- Mariko vinyard Syrah 2013
- Mariko vinyard Sauvignon Blanc 2015
- Hokushin Chardonnay RGC 2015

(2) Oishii-sankaboshizai-mutenka wine



(3) Frontera



(4) Casillero del Diablo



3. Kirin Beverage

■ Category

Category	YOY change (Feb 2017)
Non-Alcoholic Beverages Total	104%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



Limited Offer collaborated with Ezaki Glico "Pocky" on Feb 21

(2) Kirin Fire



(3) Kirin Namacha

