

# Kirin Group Monthly Sales Report - March 2017 -

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

## 1. Kirin Brewery

Category	YOY change (Mar 2017)
Beer Products Total	96%
Beer	100%
Happo-Shu (Low-malt beer)	97%
New genre	91%
RTD Total	108%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



**Seasonal Offer**  
on Mar 21

(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



**New Flavor**  
on Mar 28



**Newly launched!**  
on Mar 21

(5) Kirin Honshibori™ Chuhai



## 2. Mercian

Category	YOY change (Mar 2017)
Wine Total	107%
Domestic Total	106%
Import Total	108%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka win



(3) Frontera



(4) Casillero del Diablo



## 3. Kirin Beverage

Category	YOY change (Mar 2017)
Non-Alcoholic Beverages Total	98%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



(3) Kirin Namacha



**Revamped!**  
with redesigned 430ml bottle  
& new 300ml bottle  
on Mar 7