

Kirin Group Monthly Sales Report - May 2017 -

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

1. Kirin Brewery

■ Category

Category	YOY change (May 2017)
Beer Products Total	110%
Beer	104%
Happo-Shu (Low-malt beer)	114%
New genre	112%
RTD Total	124%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



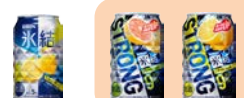
(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



Revamped!
from April



Seasonal Offer
on May 9

(5) Kirin Honshibori™ Chuhai



2. Mercian

■ Category

Category	YOY change (May 2017)
Wine Total	115%
Domestic Total	110%
Import Total	122%

Main brands of Mercian are as follows:

(1) Château Mercian



Start to export to Hong Kong



Awarded Gold prize at the 41st Challenge International du Vin *1
•Château Mercian Kikyogahara Merlot 2012

Awarded Gold prize at International Wine Challenge 2017 *2
•Nagano Chardonnay Unwooded 2015

*1 one of the authoritative wine competition organised by the CDV (Concours Des Vins) located at Bourg, near Bordeaux, France, set up in 1976.
*2 One of the largest wine competition held in London, the UK, set up in 1984

(2) Oishii-sankaboshizai-mutenka wine



(3) Frontera



(4) Casillero del Diablo



3. Kirin Beverage

■ Category

Category	YOY change (May 2017)
Non-Alcoholic Beverages Total	102%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



(3) Kirin Namacha



New!
on May 23