

Kirin Group Monthly Sales Report - September 2017 -

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

1. Kirin Brewery

■Category

Category	YOY change (Sep 2017)
Beer Products Total	92%
Beer	99%
Happo-Shu (Low-malt beer)	91%
New genre	87%
RTD Total	110%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



Fully Renewed!
In Aug

(2) Kirin Tanrei



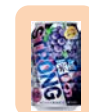
(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



**New !
(Nodogoshi Zero)**
On Sep 19



New Flavor
On Sep 12

(5) Kirin Honshibori™ Chuhai



Limited Item
On Sep 5

2. Mercian

■Category

Category	YOY change (Sep 2017)
Wine Total	98%
Domestic Total	101%
Import Total	95%

Main brands of Mercian are as follows:

(1) Chateau Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) Frontera



**New !
('Off' BIYORI)**
On Sep 5

(4) Casillero del Diablo



Limited Item
On Sep 26

3. Kirin Beverage

■Category

Category	YOY change (Sep 2017)
Non-Alcoholic Beverages Total	95%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



**New!
(Fruits and Tea)**
on Sep 12

(2) Kirin Fire



(3) Kirin Namacha

