

# Kirin Group Monthly Sales Report - September 2018 -

Kirin Holdings Company, Limited announces the monthly sales outline in September 2018 regarding Japan Integrated Beverages Business.

## 1. Kirin Brewery

### ■Category

Category	YOY change (Sep 2018)	YOY change (Jan-Sep 2018)
Beer Products Total	<b>100%</b>	<b>105%</b>
Beer	<b>85%</b>	<b>94%</b>
Happo-Shu (Low-malt beer)	<b>88%</b>	<b>93%</b>
New genre	<b>124%</b>	<b>127%</b>
RTD Total	<b>109%</b>	<b>112%</b>

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Kirin Hvoketsu*



(5) *Kirin Honshibori™ Chuhai*



## 2. Mercian

### ■Category

Category	YOY change (Sep 2018)	YOY change (Jan-Sep 2018)
Wine Total	<b>107%</b>	<b>98%</b>
Domestic Total	<b>118%</b>	<b>98%</b>
Import Total	<b>94%</b>	<b>99%</b>

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *Frontera*



(4) *Casillero del Diablo*



## 3. Kirin Beverage

### ■Category

Category	YOY change (Sep 2018)	YOY change (Jan-Sep 2018)
Non-Alcoholic Beverages Total	<b>99%</b>	<b>102%</b>

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



(3) *Kirin Namacha*

