

Kirin Group Monthly Sales Report - July 2019 -

Kirin Holdings Company, Limited announces the monthly sales outline in July 2019 regarding businesses in Japan.

1. Kirin Brewery

■Category

Category	YOY change (Jul 2019)
Beer Products Total	91%
Beer	90%
Happo-Shu (Low-malt beer)	85%
New genre	96%
RTD Total	96%

Main brands of Kirin Brewery are as follows:

(1) *KIRIN ICHIBAN*



(2) *Kirin Tanrei*



(3) *Kirin Nodogoshi*



(4) *Honkirin*



(5) *Kirin Hyoketsu*



Limied Item
On July 9

2. Mercian

■Category

Category	YOY change (Jul 2019)
Wine Total	115%
Domestic Total	122%
Import Total	108%

Main brands of Mercian are as follows:

(1) *Château Mercian*



(2) *Oishii-sankaboshizai-mutenka wine*



(3) *Casillero del Diablo*



3. Kirin Beverage

■Category

Category	YOY change (Jul 2019)
Non-Alcoholic Beverages Total	87%

Main brands of Kirin Beverage are as follows:

(1) *Kirin Gogo-no-Kocha*



(2) *Kirin Fire*



(3) *Kirin Namacha*

