

— Kirin Group and FANCL jointly developed product —
First ever non-alcoholic chuhai incorporating Calolimit®
to limit the absorption of sugar, carbohydrates and fat during meals
Launch of “Kirin x FANCL Non-alcoholic Chu-hi
Hyo-Rei Calolimit® Lemon and Grapefruit flavors”

Kirin Brewery Company, Limited (President and CEO: Takayuki Fuse, hereinafter “Kirin Brewery”) will launch nationwide on October 13 (Tuesday) “KIRIN x FANCL Non-alcoholic Chu-hi Hyo-Rei Calolimit® Lemon and Grapefruit flavors” (both in 350ml cans). This non-alcoholic beverage is the first jointly developed product with FANCL CORPORATION (President and CEO: Kazuyuki Shimada, hereinafter “FANCL”) . In addition, FANCL will start to sell this non-alcoholic beverage through its e-commerce website, mail order and its retail stores in limited quantities from October 20 (Tuesday).

This non-alcoholic beverage is the first jointly developed product by the Kirin Group and FANCL, which entered into the capital and business alliance in 2019.

Kirin Brewery and FANCL jointly developed this non-alcoholic beverage utilizing the unique strengths of FANCL’s Calolimit®, which has sold more than 67 million units in total across its brands*1, has strong support mainly among women and offers both a healthy feel and functional effects, and Kirin Brewery’s “Non-alcohol Chu-hi Zero Hi Hyo-Rei”(hereinafter “Hyo-Rei”) with its refreshing taste that goes well with meals. This non-alcoholic beverage is the first ever non-alcoholic chuhai to incorporate Calolimit®, a food with functional claims that “limits the absorption of sugar, carbohydrates and fat during meals” through the action of indigestible dextrin.

*1 Calculated from actual sales of Calolimit®, and Adult Calolimit® between May 2000 and the end of June 2020.

In recent years, consumers have expressed an increased awareness of health. Moreover, according to a survey conducted by Kirin Brewery, many respondents indicated concern about sugar, carbohydrates and fat intake during meals.

In 2019, the non-alcoholic chuhai market of the foods with functional claims segment grew by about 20% year on year*2, making it a growth category. The non-alcoholic beverage category is dominated by non-alcoholic beer taste beverages, but strengthening the lineup of non-alcoholic chuhai beverages will result in more diverse options within the overall non-alcoholic beverage market and increase the appeal of the category as a whole.

*2 Sales estimate by Intage SRI (volume)

By mutually utilizing the strengths of the Kirin Group and FANCL and providing products and services that have unique value, Kirin Brewery will continue to respond to unmet consumer needs and offer solutions to the problems facing society. In addition, we will aim to achieve sustainable growth and create new value in a wide range of domains through joint efforts between the two companies.

●Contents

A refreshing taste that goes well with meals.

It is a food with functional claims of “limiting the absorption of sugar, carbohydrates and fat during meals” that contains 5g of indigestible dextrin (dietary fiber) per can (350ml).

The following is the same for both the lemon and grapefruit flavors

Alcohol content: 0.00%, Fruit juice: 1%, Zero calories*3, Sugar-free*4

*3 In accordance with the food labeling standards, less than 5 kcal (per 100ml) is stated to be 0 kcal

*4 In accordance with the food labeling standards, less than 0.5g of sugar per 100ml is stated to be 0g

●Package

The package design utilizes both the functional feel of FANCL’s Calolimit® and the refreshing feel of Kirin Brewery’s Hyo-Rei. Also, the inclusion of “Kirin x FANCL”, as well as the use of the Hyo-rei and Calolimit® logos makes it easy to see that it is a jointly developed product.



Directed at realizing the Long-Term Management Vision “Kirin Group Vision 2027”, the Kirin group aims to enhance profitability and grow the existing businesses in the Food & Beverages domain (alcoholic and non-alcoholic beverages businesses) and Pharmaceuticals domain (pharmaceuticals business). In addition, the Kirin Group is working to establish and foster the Health Science domain (health science business) to benefit the health of all people based on the advanced “Fermentation and Biotechnology” accumulated by the group over the years.

Product details

1. Product name	KIRIN × FANCL Non-alcoholic Chu-hi Hyo-Rei Calolimit® Lemon
2. Product launch date	1)October 13, 2020 (Tuesday) 2)October 20, 2020 (Tuesday)
3. Sales area	1)Nationwide 2)E-commerce website, mail order and retail stores
4. Volume/ container	350ml can
5. Price	Open pricing
6. Alcohol content	0.00%
7. Manufacturing plant	Kirin Distillery, Fuji Gotemba Distillery
8. Notification number	E869

【Food with functional claims】

Notified indication: This product contains indigestible dextrin (as a dietary fiber). Indigestible dextrin (as a dietary fiber) has been reported to limit the absorption of sugars, carbohydrates and fats consumed from meals.

- This product has not received national approval.
- This product is not intended to diagnose, treat or prevent health disorders.
- It is recommended that the daily diet be well-balanced meals based on staple foods, a main dish and side dishes.

1. Product name	KIRIN × FANCL Non-alcoholic Chu-hi Hyo-Rei Calolimit® Grapefruit
2. Product launch date	October 13, 2020 (Tuesday) 2)October 20, 2020 (Tuesday)
3. Sales area	1)Nationwide 2)E-commerce website, mail order and retail stores
4. Volume/ container	350ml can
5. Price	Open pricing
6. Alcohol content	0.00%
7. Manufacturing plant	Kirin Distillery, Fuji Gotemba Distillery
8. Notification number	E870

【Food with functional claims】

Notified indication: This product contains indigestible dextrin (as a dietary fiber). Indigestible dextrin (as a dietary fiber) has been reported to limit the absorption of sugars, carbohydrates and fats consumed from meals.

- This product has not received national approval.
- This product is not intended to diagnose, treat or prevent health disorders.
- It is recommended that the daily diet be well-balanced meals based on staple foods, a main dish and side dishes.