

Price Revisions For Beer, RTD, Other Kegged Products, Non-alcoholic Beverages

TOKYO – November 27, 2024 – Kirin Brewery Company, Limited (Kirin Brewery) will revise manufacturer prices for certain beer, RTD, other kegged products, and non-alcoholic beverages delivered from April 1, 2025.

Kirin Brewery has made various corporate efforts and management rationalizations, including cost reductions and productivity improvements throughout the business, in order to provide consumers with high-quality, safe, and reliable products at a reasonable price.

However, in recent years, sharp rises in materials prices including raw material prices, energy costs, and transportation costs have made it difficult to absorb the cost increases in some products through corporate efforts alone. Therefore, in order to continue to provide safe and reliable products to its consumers, Kirin Brewery has unavoidably decided to implement price revisions for some of its products.

Kirin Brewery will continue to work to improve management efficiency and ensure the stable delivery of high-quality, safe, and reliable products to consumers.

● **Summary of Price Revision**

- 1. Effective Date Products delivered from April 1, 2025
- 2. Categories Beer products, RTD, other kegged products, and non-alcoholic beverages
- 3. Price Open price
- 4. Main target brands

Category	Main Target Brands
Beers	<i>KIRIN ICHIBAN, Kirin Tanrei Green Label, Honkirin, etc.</i>
RTDs*	<i>Kirin Hyoketsu[®], Kirin Honshibori[™], etc.</i>
Other kegged products	Kegged sours, etc.
Non-alcoholic beverages	<i>GREEN'S FREE, etc.</i>

* Ready To Drink. A canned cocktail.

About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to **Japan Brewery** which was established in 1885. Japan Brewery became **Kirin Brewery** in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become “A global leader in CSV* creating value across our world of Food & Beverages to Pharmaceuticals.” Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

*: Creating Shared Value. Combined added value for consumers as well as for society at large.

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