

KEY SELLING POINTS

THE SUCCESS OF IMPORT AND SPECIALTY BEERS ALONG WITH THE POPULARITY OF SUSHI AND JAPANESE AND ASIAN-FUSION CUISINE POSITIONS KIRIN ICHIBAN FOR FURTHER GROWTH

- Japanese and Asian-fusion on-premise accounts and any account selling Sushi are of course the natural and core targets for Kirin Ichiban
- It should not, however, be limited to traditional Japanese accounts
- Target high-end on and off-premise accounts where opportunities for import and specialty brands exist

DISTINCTIVELY SMOOTH, FULL-BODIED FLAVOR AND VERY DRINKABLE

- Brewed with the finest ingredients
 - Two row barley malt
 - European hops
 - High Quality Rice and Corn Grits
 - Kirin's proprietary yeast
- Special "First Press" Brewing Process
 - Results in a distinctively smooth, full-bodied beer with none of the bitter aftertaste one would expect from a beer with this much flavor.

A GREAT AND QUALITY BREWING TRADITION

- Kirin's history dates back to 1888 as one of the first breweries in Japan and has been its leading brewery since that time
- It is among the world's most prominent brewers (currently the 9th largest in the world), with beers recognized worldwide for their quality and flavor
- Kirin Ichiban has been one of Japan's leading brands since its introduction in 1990 and is growing in the U.S., Asia, Oceania, and Europe
- Innovative brewing partnership with Anheuser-Busch in Los Angeles which supplies the freshest and highest quality product to major markets across the U.S.

KIRIN ICHIBAN ON TAP IS A GREAT CHOICE FOR ANY WORLD BEER SELECTION

- Kirin Ichiban is a great choice for any draught world beer selection
- The exceptional taste of Kirin Ichiban is also available on tap in both 7.75 and 15-gallon kegs
- Currently the best-selling Japanese and Asian Beer Draught Beer in the U.S., Ichiban's smooth, refreshing taste and Super Premium quality is the perfect addition to any world tap beer selection

KIRIN LIGHT: A GREAT IMPORT LIGHT BEER ALTERNATIVE

- Golden-colored low-calorie brew with an enticing hop aroma and a surprisingly smooth, full bodied taste
- Only 95 calories (per 12 oz serving)
- The best-selling Japanese and Asian Light Beer in the U.S.



THE ORIGIN OF KIRIN

Kirin refers to a mythic beast from ancient Chinese mythology: one-half dragon, the other deer. According to legend, this amazing animal refuses to step on living plants and will not eat living things. Considered a harbinger of auspicious events, a Kirin is said to have appeared at the bedside of the mother of Confucius as she was about to give birth to her son. As a symbol of well-being and good fortune, the Kirin was an ideal choice for the label of Kirin Beer.

KIRIN