



## The Most Pure Tasting Lager

With growth in consumption of international premiums anticipated to exceed ten percent in 2008, the new look Kirin is well positioned to take advantage of this growing consumer demand. Kirin beer has undergone a packaging refresh in an effort to capitalise on key consumer trends and capture the brand personality. The new packaging captures the essence of modern Japan and reflects the edgy, progressive personality of the brand.

Kirin's unique point of difference is its First Press Brewing method. Kirin's unique art of brewing ensures purity and smoothness. Unlike other beers, only the liquid drawn from the first mix of malt and water is extracted, when ingredients are at their purest. The first pressed liquid is considered a blessing from nature in Japan.

The result of the First Press Brewing method is a high quality, pure tasting Japanese lager, with no additives or preservatives.

Kirin has identified consumer trends that drive demand for New Kirin:

### Premiumisation

Consumers are seeking out and prepared to pay a price premium for high quality products and experiences.

### Health & Wellbeing

Consumers are increasingly conscious about what they consume and 'pure' products have an immediate advantage in the market.

### Cultural Curiosity

With the world becoming a smaller place, consumers are seeking cultural diversity.

### Recommended Retail Price

\$18.99 - 6 pack \$59.99 - Carton

For further information please contact your Lion Nathan sales representative or call Lion Connect on 13 15 13.

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