

What is Kirin?

OUR VISION & STRENGTH

The Kirin Difference

The Kirin Group was founded in 1907. At that time, Japanese consumers were not familiar with beer, and the Group created a new lifestyle and tradition by providing consumers with beer products. The Kirin Group subsequently broadened its business fields to include alcoholic beverages, non-alcoholic beverages, and foods as well as advanced pharmaceuticals that leveraged beer fermentation technologies and biotechnologies. Moreover, the Group expanded its geographic presence from Japan to global markets. Throughout this process of growth, the Kirin Group has emphasized the creation of health and comfort in our lives and has worked together with consumers toward a brighter future. To that end, we have drawn on technology to maintain a steady focus on quality in the manufacturing of products in the fields of “food and well-being.” This is Kirin’s philosophy.

Supported by this philosophy, we have taken on the challenge of continually creating new value while addressing changes in the competitive environment. In this way, the Group has developed distinctive strengths. These strengths include R&D centered on fermentation technologies and biotechnologies, supply chains that foster the efficient realization of high-quality products and services, and marketing that reflects deep insight into the needs of consumers. These strengths work in an organic manner to provide a solid foundation that supports sustained growth for the Kirin Group.

Taking on the Challenge of Deploying Unique Strengths to Create Value

