

Japan's Kirin revamps flavour and packaging

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Japan's Kirin Brewery Company, Limited (President and CEO: Hideki Horiguchi) has revamped the flavour and packaging of its non-alcoholic beer-flavoured beverage, Kirin Greens Free, and will gradually switch over to the new beverage nationwide starting with products manufactured in July.

The non-alcoholic beer-flavoured beverage market is expected to continue to grow due to rising health consciousness. Furthermore, as the desire to save money grows, customers are increasingly wanting to "improve the quality of their daily lives and live brighter lives with easy-to-use products."

This product has been recognised for its unique value of "uplifting your mood with a refreshing taste." In addition, compared to our own non-alcoholic beer-flavoured beverage products, we have been able to attract more non-users of non-alcoholic beer-flavoured beverages, helping to dispel the preconceived notion that non-alcoholic beer-flavoured beverages "don't taste good." Even after consumption, the product remains a part of customers' lives, and is consumed in a variety of situations, including at dinner time, lunch time, and when refreshing after work.

In this renewal, the ingredients have been revised to improve the refreshing feeling and satisfying taste. The colour of the package has also been improved to reinforce the image of "deliciousness" and "quality," and we aim to expand drinking opportunities for existing customers as well as those who are trying non-alcoholic beer-flavoured beverages for the first time or who haven't had them in a while.