

Advancing Beer Flavor Innovation with Kirin's Preference AI "FJWLA"

**Kirin Holdings Co., Ltd.
Institute for Future Beverages**

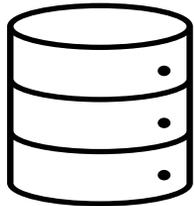
Yuto Fujiwara



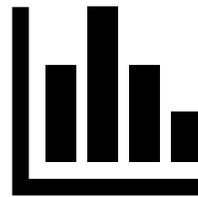
What Is the Preference AI “FJWLA”?

Proprietary datasets

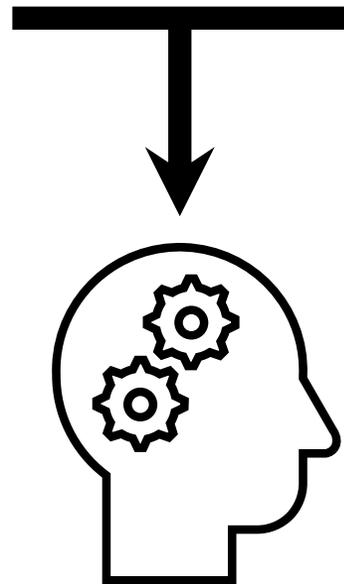
Consumer research
data



Component analysis
data

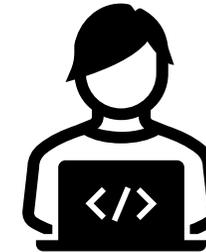


Data accumulated through
Kirin’s consumer-first philosophy
— over 1 million records



In-house AI development

AI system development



Kirin’s platform built
for predicting consumer preferences

Preference AI : FJWLA (Flavor Judgement for Whole Liking Analysis)

AI that identifies which components should be controlled to enhance consumer preferences

How FJWLA Creates Competitive Advantage

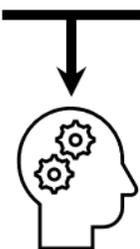
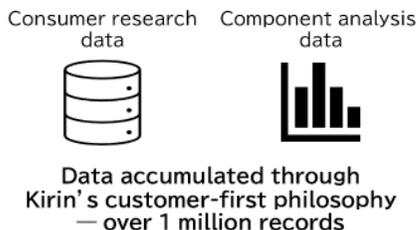


Preference AI

Kirin's brewing expertise

Proprietary datasets

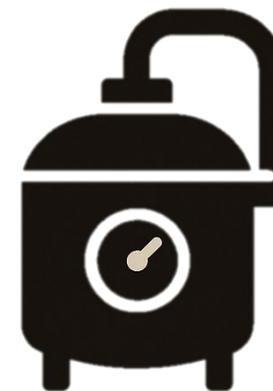
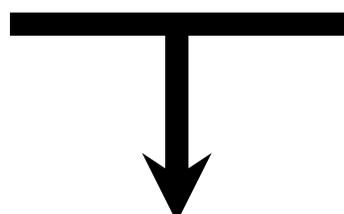
In-house AI development



Preference AI : FJWLA (Flavor Judgement for Whole Liking Analysis)

AI that identifies which components should be controlled to enhance consumer preferences

What only Kirin can do



Advanced brewing expertise that precisely controls components

What cannot be done without Kirin

Realizing truly “consumer-first” beer development

FJWLA Enables Discovery of Components that Drive Taste

Preference AI

Data input and AI analysis

Output of analysis results

Predicts research results!

Input
Component
data

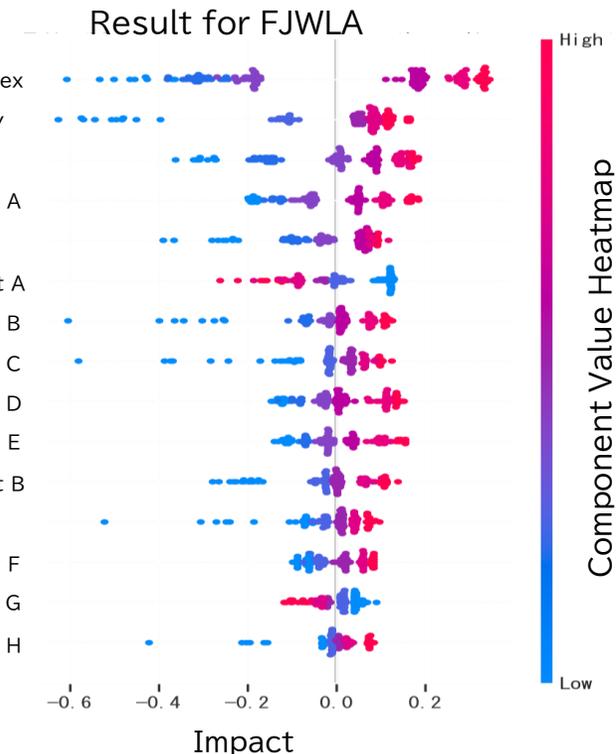


Output
Consumer
research data

**Preference AI
(FJWLA)**

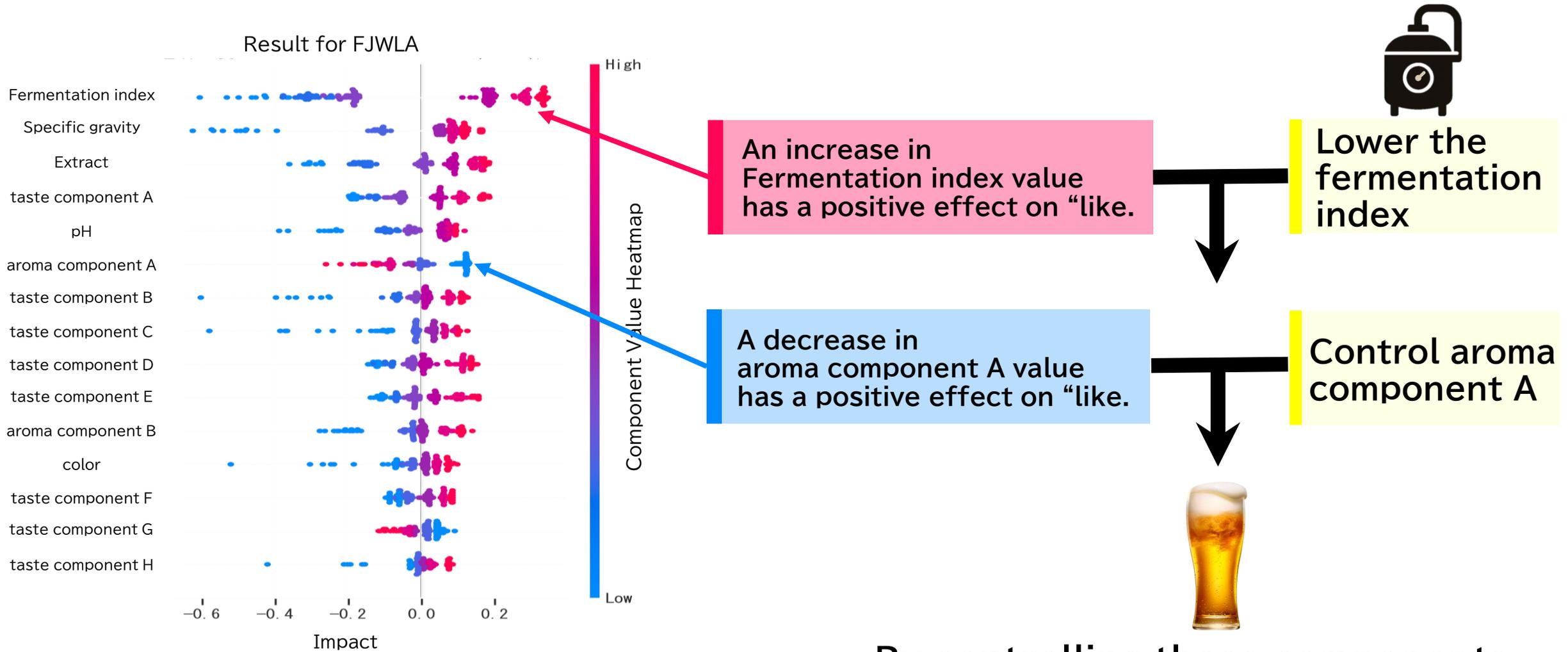
Calculates the impact
of each component!

※ FJWLA (Flavor Judgement for Whole Liking Analysis)



Shows which components have the biggest impact
on consumer preferences.

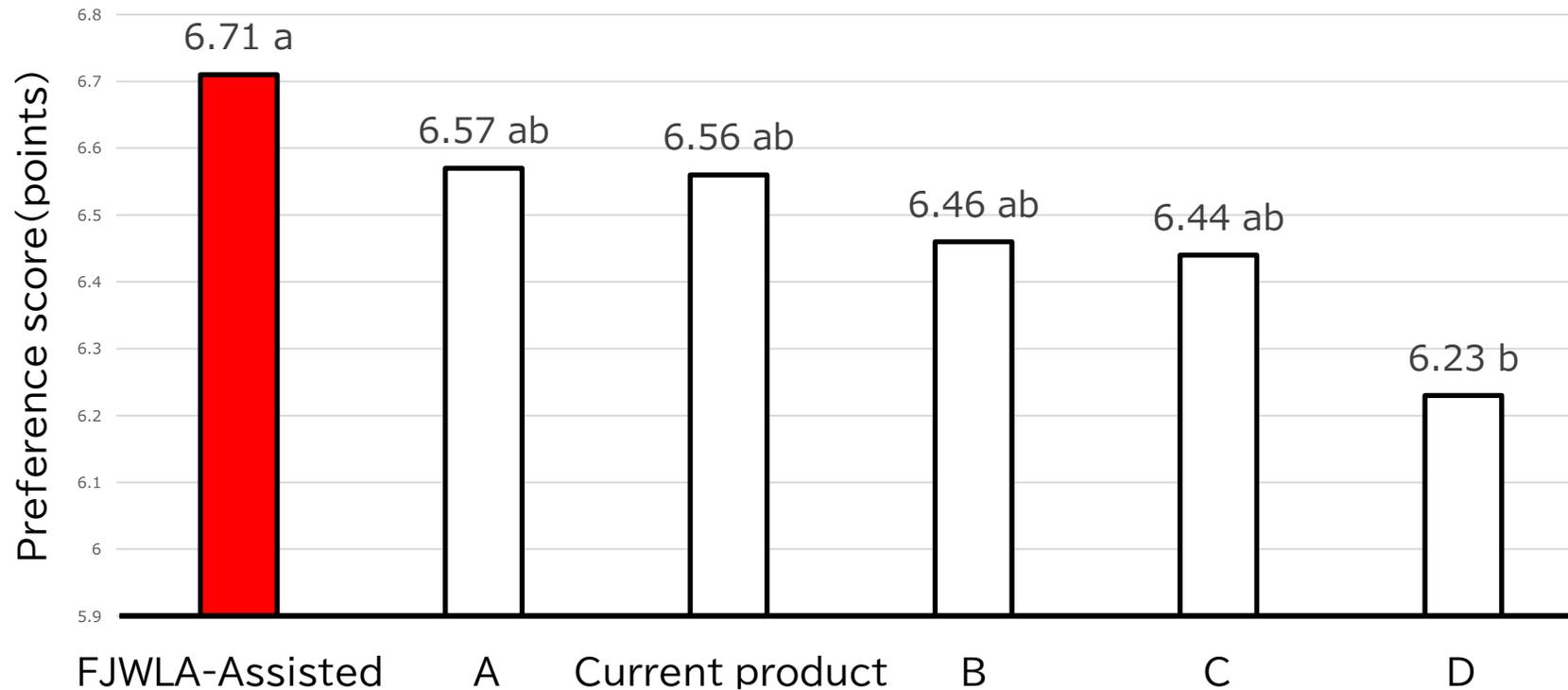
Brewing Control of FJWLA-Identified Components



By controlling these components,
we can brew a highly preferred beer.

FJWLA-Assisted vs Unassisted

Consumer evaluations of products developed with FJWLA



FJWLA × brewing expertise
to develop
more preferred flavors

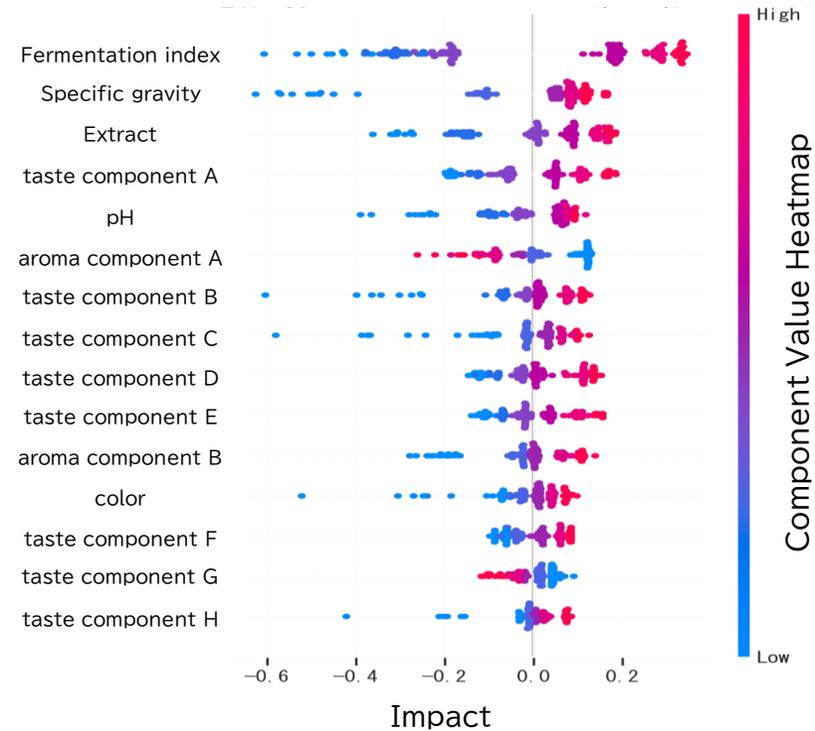


※A~D:FJWLA-Unassisted
※Research conducted with
120 consumers
※Test at the 5% significance level

嗜好予測AI (FJWLA)の結果を基にした試醸品の結果

FJWLA

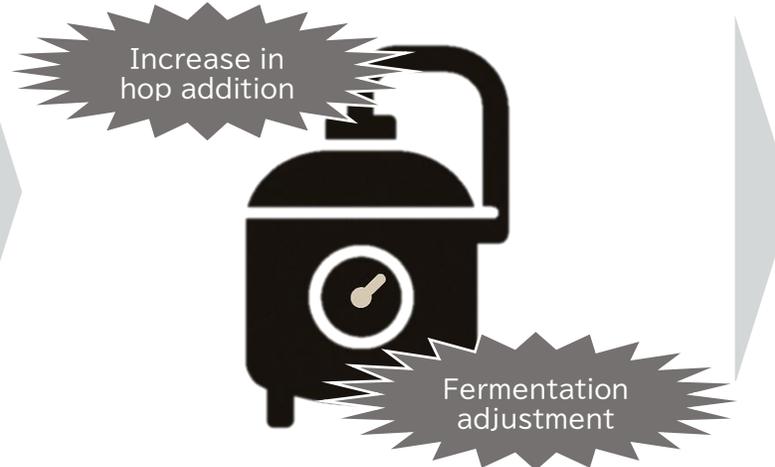
Result for FJWLA



Shows which components have the biggest impact on consumer preferences.

Test Brewing

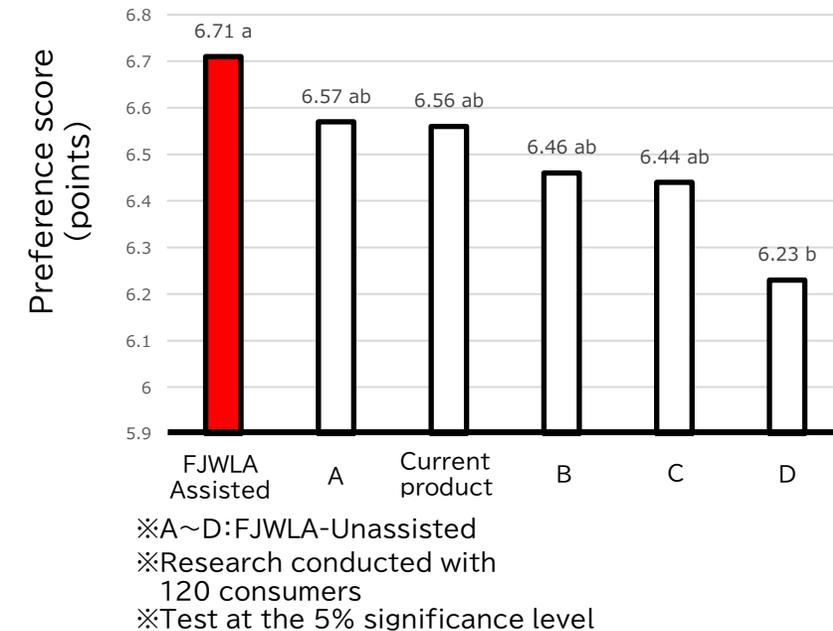
Process design by brewers for controlling specific components.



Advanced brewing technology controls components.

Consumer research

Consumer evaluations of products developed with FJWLA



FJWLA × brewing expertise to develop more preferred flavors

Product Launches Using FJWLA Set for 2026

AI-driven product development

FJWLA

Brewing

Research

Multiple rounds of consumer research

Launching in 2026



Applied to ¥XXB/year brands
with strong business impact

Kirin's Long-Term Roadmap for AI Development

