



Spirits Innovation Program

What is SIP?

- SIP stands for “Spirits **I**nnovation **P**rogram”
- The program aims to enhance the overall **shopping experience** and **modernize** the look and feel of Contract Liquor Agencies
- SIP will use fact-based insights and shopper understanding to:
 - Responsibly increase revenue/profits
 - Optimize item selection and shelf layouts by Agency
 - Increase shopper satisfaction
 - Improve overall shopper communication

The SIP Mission

Generate increased profit for the Ohio Liquor Enterprise through quality customer service in a consistent, convenient, captivating shopping environment, while keeping social responsibility at the forefront of everything we do.



Department
of Commerce

Division of Liquor Control