What is SIP?

• SIP stands for “Spirits Innovation Program”
• 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.