



A decade in the making and still delivering

How Sip Whiskey partnered with GLS to streamline shipping operations, support business growth, and deliver a premium customer experience for specialty spirits customers.

Case Study

GLS.
Parcels to People

Meet Sip Whiskey

Sip Whiskey is a Southern California specialty spirits retailer that has evolved from a family-owned liquor store into a growing e-commerce business serving customers across the United States. Known for its curated inventory, engraved bottles, and premium gifting options, Sip Whiskey depends on reliable shipping to deliver regulated products while providing an exceptional customer experience.



The challenge

As Sip Whiskey's online business expanded, so did the complexity of its shipping operation. Managing alcohol shipments requires more than simply moving packages. It demands strict regulatory compliance, efficient fulfillment processes, and a delivery experience customers can trust.

With growing order volumes, Sip Whiskey needed to reduce manual effort, streamline warehouse operations, and ensure shipments could scale without sacrificing service. They were looking for a partner that could automate shipping workflows, support compliant alcohol shipping, expand delivery reach, provide transparent pricing, and flex with seasonal demand.

The partnership

Having partnered with GLS over a decade, Sip Whiskey has continued to evolve while benefiting from expanded delivery coverage, enhanced service capabilities, and continued investments in technology.



The addition of the ShipStation integration automated label creation and improved warehouse workflows, allowing orders to move faster with less manual effort.

As GLS expanded its delivery footprint through a trusted partner network, Sip Whiskey gained access to more markets while continuing to rely on GLS' expertise in shipping regulated goods. Combined with **Adult Signature Required (ASR)**, **transparent billing**, and **operational flexibility** during peak seasons, GLS became an integral part of Sip Whiskey's shipping strategy.

The business impact

- ✓ Automated fulfillment through ShipStation integration
- ✓ Reliable delivery of regulated alcohol shipments
- ✓ Transparent pricing structure with fewer unexpected fees
- ✓ Flexible support during peak holiday demand
- ✓ Cost savings over national carriers



"GLS has become an invaluable partner to Sip Whiskey. Their dependable service and dedication to our success have helped us operate more efficiently and better serve our customers. We're proud to have them as part of our growth story."

Wisam Moshe, Owner, Sip Whiskey



Why Sip Whiskey chose GLS

- ShipStation integration
- Alcohol shipping expertise
- Adult signature required services
- Regional coverage with expanding reach
- Transparent pricing model
- Scalable peak-season support

