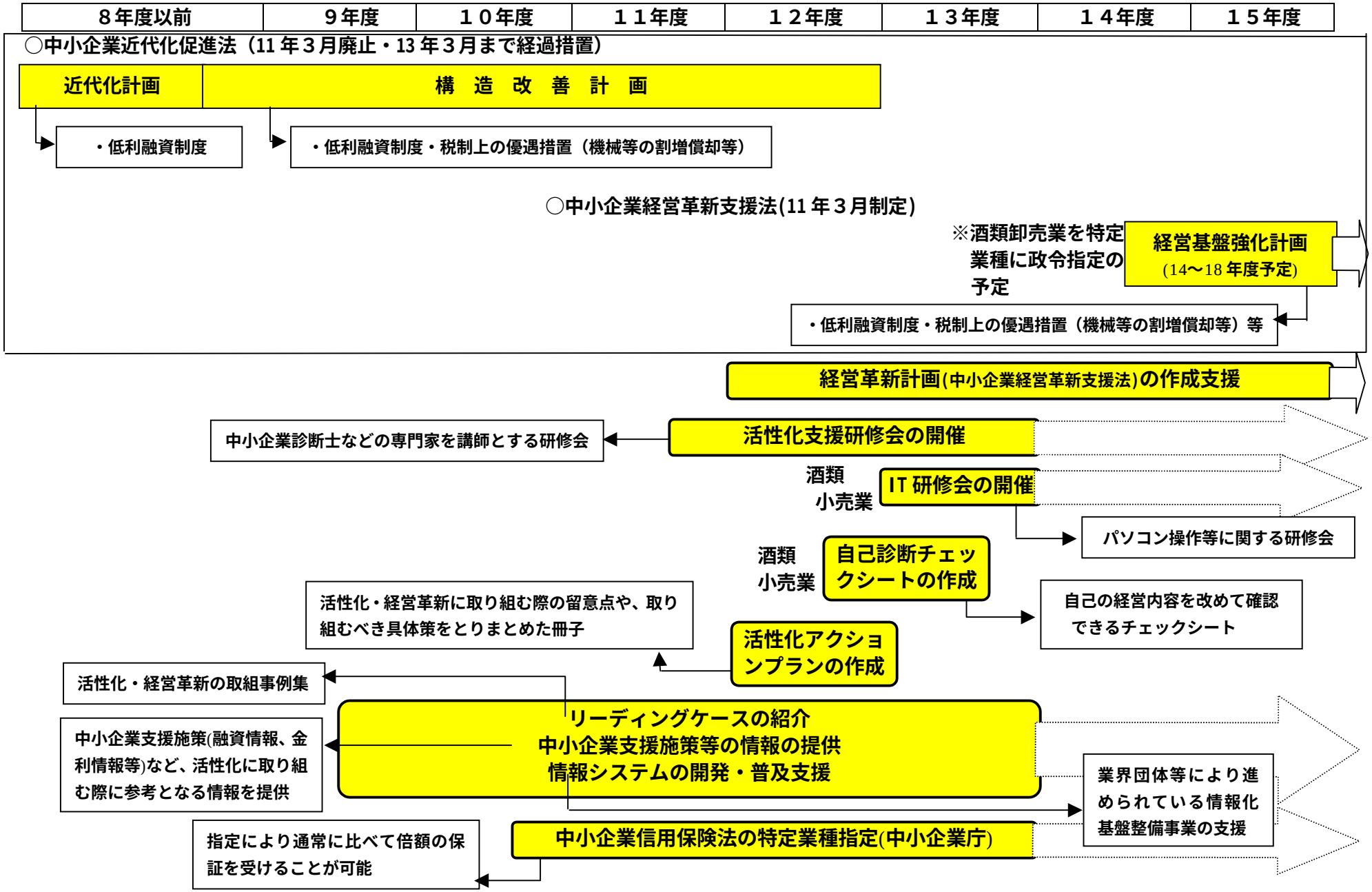酒類販売業の活性化支援策