



NEWS RELEASE

Centric PLM for Food & Beverage and Grocery Has Strong Market Adoption

Centric PLM for Food Producers, Brands and Retailers Proving Key to Strategic Transformation

CAMPBELL, Calif., December 4, 2023 – [Centric Software®](#) is pleased to announce that Centric PLM™ for Food & Beverage and Grocery is experiencing strong market adoption and value expansion. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, price, sell and replenish products such as multi-category retail, grocery, food & beverage, cosmetics & personal care to achieve strategic and operational digital transformation goals.

Centric's seamless concept-to-customer solution provides compelling ROI to the food and multi-category retail industry, such as grocery, by reducing time to market, optimizing costs and also improving compliance, traceability and sustainability. Teams including R&D, marketing, quality, regulatory affairs, nutrition, quality, procurement, packaging, finance, assortment planning and more leverage Centric solutions to boost product innovation, speed time to market and get closer to consumers.

Since PLM market leader Centric Software entered this vertical about 3 years ago, hundreds of market-driven enhancements, innovations and best practices have been incorporated into Centric PLM and Centric Visual Boards™.

Today, over 50 food, beverage, cosmetics and personal care producers, brands and retailers—from multi-billion-dollar organizations to vegan food startups—have selected Centric solutions to strengthen their market position and streamline commercialization. Ferrero, Land O' Lakes, Carrefour, SNS, Aviko, Ajinomoto, SPC, Guangzhou Restaurant and Great Kitchens are just some of the names that have placed their trust in Centric Software.

Centric has also developed partnerships and integrations with platforms used by the industry such as Adobe for packaging and artwork approvals; 80+ ERPs; Genesis Food R&D program; general business programs like Teams, Slack, Microsoft Office to boost communication and collaboration; USDA Food Data Central which gives access to 300,000 foods; integrations to GDSN and more. One of the latest partnerships is with FoodChain ID, seamlessly connecting users to 220 food and chemical regulatory libraries and databases from all over the world.

Transforming the go-to-market process for multi-category retail, Centric Visual Boards

acts as a visual pivot table that pulls information from multiple business systems and renders data actionable. Retailers and brands leverage Centric Visual Boards for category range management to drive international collaboration and create customer-focused assortments while meeting compliance requirements, sustainability and quality goals.

Third-party acknowledgement has already come in the form of industry accolades. Centric Software has been named a triple winner of the *Just Food Excellence Awards 2023* in the categories of: Innovation, Business Expansion and Product Launches.

CEO of Centric Software, Chris Groves says, “We are thrilled and gratified that our entry into this vertical has taken off so quickly. Successful companies have chosen our solutions over more established—but perhaps less innovative—players. Our consumer goods focus, modern software and agile approach to end-to-end product go-to-market have surprised and won over producers, brands and retailers in the food & beverage space due to Centric PLM’s configurability, remarkable functionality and ease-of-use.”

Learn more about [Centric PLM for Food & Beverage](#).

See Centric solutions for Food & Beverage in action at [NRF 2024](#), Booth #6257, or [request a demo](#).

Centric Software® (www.centricsoftware.com)

Silicon Valley-based Centric Software provides an innovative product concept-to-customer platform for producers, brands and retailers of all sizes in the food & beverage industry, food service and grocery retail sectors. Centric Software works closely with customers to achieve more efficient project management and safer product development, execute a competitive retail and product strategy, increase agility, speed time to market and get closer to consumers, resulting in maximized revenues and margins.

All solutions are highly configurable and built hand-in-hand with market-leading companies:

- **Centric PLM™** streamlines product development, procurement, formulation, specification management, regulatory compliance, nutrition, quality assurance, packaging & artwork proofing, sustainability and product portfolio management.
- **Centric Visual Boards™** improves team collaboration and optimizes range category management to get closer to consumers, be more competitive.

- **Centric Planning™** delivers best-in-class, easy-to-use and visually driven financial, merchandise and product portfolio planning as well as store & vendor forecasting for seamless and fast, pre- and in-season execution.
- **Centric Pricing and Inventory™** leverages AI to drive margin and revenue improvement by influencing demand via price and inventory optimization.
- **Centric Market Intelligence™** is a market insights platform for data-informed decision-making on competitor offers and pricing. Provides consumer trends and buying behavior as well.

Centric Software proudly maintains a 100% go-live rate. Awarded for excellence by Just Food 3 times, by Frost & Sullivan several times and the recipient of many other regional accolades, Centric Software is proud to provide the best solution, backed by the best team and to partner with the best customers.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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