



NEWS RELEASE

Centric Software Wins the Just Drinks Excellence Awards

Centric solutions for food & beverage have won the Just Drinks Awards for Innovation, M&A, Product Launches, R&D and Business Expansion

CAMPBELL, Calif. July 22, 2025 – Centric Software®, the Product Lifecycle Management (PLM) market leader is pleased to announce that it has won five *Just Drinks Excellence Awards 2025*. Centric Software provides the most innovative enterprise solutions to design, develop, formulate, source, comply, buy, make, package, market and sell consumer goods products in food & beverage, grocery and multi-category retail to achieve strategic and operational digital transformation goals.

The *Just Drinks Excellence Awards* is an independent awards program powered by GlobalData's business intelligence, where over one billion data sets are analyzed by researchers, journalists and AI to rank top-tier companies and their achievements in over 200 countries.

This is the second year in a row that Centric Software has won the Just Drinks Excellence Awards, this time in five categories: Innovation - Product Lifecycle Management; Business Expansion – Digitalization; Product Launches - PLM Solutions; Research and Development - Digital Product Development; and Mergers & Acquisitions - Strategic Acquisition.

Earlier this year, Centric Software acquired Contentserv (now Centric PXM) to enrich the value proposition to FMCG brands, retailers and manufacturers by integrating PIM, DAM, multi-channel content syndication and digital shelf analytics, resulting in faster time to market, better products and richer consumer experiences. And with the addition of new beverage customers to the Centric Software roster like Tsingtao beer, the drinks business continues to grow.

Regarding innovation and product launches, Centric Software was recognized for developing industry-specific solutions that address regulatory compliance and rapid reformulation, tailored to the unique needs of food & beverage industry.

With the disruption in global markets including tariffs, Centric Software developed innovations that enable rapid response to regulatory changes, quality events and supply chain challenges, directly supporting customer agility.

Tina Ross, Global Awards Manager at Just Drinks says, "We are excited to see Centric Software win the Just Drinks Excellence Awards, two years running. Its beverage business is thriving and the company as whole continues to innovate, grow and exemplify what our awards represent. We look forward to following the company's successes into the future."

Chris Groves, CEO of Centric Software expresses, "Winning the Just Drinks Excellence Awards for the second time in two years is a testament to the strength of our beverage solutions. We are pleased that we have innovations that cater to this area and grateful to our customers for their input. Centric Software is 100% market-driven and we appreciate the insights our customer-partners share with us."

Learn more about [Centric Software](#)

[Request a Demo](#)

About the Just Drinks Excellence Awards (www.just-drinks.com)

The *Just Drinks Excellence Awards* is an independent recognition program powered by the business intelligence of GlobalData. Their team of researchers and journalists, along with Artificial Intelligence, analyse over 1 billion datasets during the year to recognise, endorse and rank top-tier companies and their achievements in 200+ countries.

The *Just Drinks Excellence Awards* is one of the largest, most prestigious, and widely recognised programmes throughout the industry. It is a valuable part of our platform which is the voice of authority in the industry. Our objective is to recognise forward-thinking, innovative companies that drive positive change in the industry.

The focus of the programme is the following Areas of Excellence: Business Expansion, Diversity, Environmental, Financing, Innovation, Investments, M&A, Marketing, Product Launches, Research and Development, Safety and Social.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides the market-leading AI-enabled product lifecycle management platform for food & beverage manufacturers, grocery, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, comply, buy, make, package, assort, market and sell products. Centric Software solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored specifically for food and beverage manufacturers, retailers and food service providers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, nutritional labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Visual Boards™** are a visually oriented product portfolio optimization tool. A singular accessible workspace pulls in real-time data and imagery from multiple business systems. It is a new, visual way of working to

ensure robust, consumer-right product offers, dramatically decreasing assortment development cycle time.

- **Centric PXM™** AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

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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