

# The Rise of Product Experience Management for Food & Beverage

Simplify complexity with AI-powered PXM, keep labels, claims and ingredients compliant across channels.





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# Introduction

In food & beverage, transparency is the ingredient every product must have. Today's buyers scan QR codes, scrutinize nutrition panels and expect "gluten-free" or "plant-based" claims to be accurate everywhere they shop. One slip—an outdated label, a missing allergen warning or an inconsistent product—can risk consumer safety and expose brands to fines, recalls and long-term reputational harm.

For manufacturers, brands and retailers that master accuracy, transparency becomes a growth driver. AI-powered Product Experience Management (PXM) centralizes and automates ingredient data, nutrition information, multilingual packaging and omnichannel content. The result: faster launches, seamless compliance and consumer trust that scales across supermarket shelves, foodservice distributors and e-grocery platforms.





# What's broken today?

In food & beverage, every SKU increases the burden on compliance and operations. From validating organic claims and meeting regional packaging rules to updating nutrition panels after recipe changes, the risk of errors multiplies fast. Without advanced and integrated systems, errors and delays are costly:

- **Volatile ingredient costs**—Crop shortages and market swings force last-minute price, recipe, ingredient or source changes.
- **Shelf-life pressure**—Perishable, seasonal and limited-edition products risk spoilage, missed promotions and markdowns if launches stall.
- **Disjointed planning**—Siloed data leads to recipe, packaging or compliance errors, causing costly fixes.

- **Demand uncertainty**—Overproducing perishables drives waste; underproducing empties shelves and damages retailers and customers' trust.
- **Launch readiness gaps**—Delays in content creation, packaging approvals and retailer uploads delays time-to-shelf.





# These challenges raise urgent questions

Many brands, retailers and manufacturers still struggle with inefficiencies that slow them down.

For example, how to:

- Competitively price products amid volatile ingredient costs and shifting demand
- Ensure the COGS reflect real-time supply and production realities
- Analyze competitors product positioning, claims and pricing
- Maintain compliance with global food safety and labeling rules across regions
- Mitigate risks like sudden shortages, recalls or packaging delays





The food & beverage market leaves no margin for error. In a category where accuracy drives loyalty, even small errors can cost sales. Without real-time visibility into competitors, supply chain shifts and evolving food regulations, brands and retailers risk facing bottlenecks that make it nearly impossible to stay compliant while meeting consumer expectations at scale.

Each SKU carries a complex set of requirements—ingredient lists, nutritional panels, allergen statements, shelf-life dates, sustainability claims—all tied to compliance and consumer trust. A single mistake can trigger waste, recalls, fines and lasting brand damage.

Inconsistent product content across supermarket shelves, grocery apps and D2C storefronts becomes even riskier when brands expand across borders. Regulations differ by market, meaning that a minor oversight locally can result in major compliance violations internationally.

Meanwhile, pricing strategies face unprecedented pressure from volatile commodity markets, rising logistics costs and shifting trade agreements. Agile, data-driven execution is now essential to protect margins and stay competitive.

Centric PXM™, powered by AI, unifies product data, synchronizes cross-functional teams and speeds commercialization—from concept and formulation through packaging, launch and post-sale optimization. But first, it's essential to understand the core systems that make effective product experiences possible.





# Defining different data systems

Managing food & beverage products means managing constant change. When this data lives in disconnected systems, it slows teams down, increases waste and compliance risks multiply.

## Product Information Management (PIM)

PIM acts as the central repository for all product-related information—ingredient lists, nutritional panels, allergen statements, shelf-life dates, sourcing claims and regulatory certifications (e.g., FDA, USDA Organic, EU FIC, CFIA). Managing these details in real time avoids mislabeling, prevents fines and keeps launches on schedule. PIM integrates with ERP, DAM, syndication and PLM platforms to ensure product specifications and marketing assets across supermarkets, e-grocery platforms, foodservice distributors and specialty retailers.

## Master Data Management (MDM)

In global businesses, product data is spread across R&D kitchens, quality labs, supply chain systems, marketing teams and sales channels. MDM creates a single, trusted Golden Record to align every market and department. It reduces duplication, ensures accuracy across pack sizes, flavors and seasonal editions, enabling faster decision-making.






## Product Data Management (PDM)

PDM ensures the right users have access to the correct version of product information at the right time. In food & beverage, where packaging updates, ingredient substitutions and regulatory label changes can happen quickly, PDM provides version control for technical specifications, compliance documents and marketing materials. This prevents recalls, fines and consumer confusion.

## Digital Asset Management (DAM)

DAM functions as a centralized library that houses all images, videos and promotional assets. This includes product shots, lifestyle imagery, recipe videos, POS materials and multilingual packaging. DAM enables fast asset retrieval, speeds campaign rollout, ensures brand consistency and supports stronger product storytelling across regions.



**On their own, these systems solve parts of the problem. PXM brings them together, transforming raw product data into high-impact, sales-ready, compliant product experiences everywhere consumers shop.**



# Why product experience management now?

The way shoppers discover and choose food & beverage products is no longer linear. They might see a product in a social ad, check its nutrition panel on a grocery app, then compare prices in-store, expecting every detail to match. One inconsistency, and trust is lost.

Product experience management changes that. It transforms fragmented, compliance-heavy product data into a single, reliable source that fuels accurate, engaging content for every channel, with AI enhancing personalization at speed.

<sup>1</sup>Sara Lebow, "Good news for Prime Day: Most US online shoppers start product searches on Amazon," Jul 10, 2023, eMarketer



## 61%

of consumers begin their search for products directly on Amazon<sup>1</sup>

## 29%

of purchases initiated on a social media platform



Just as the name entails, product experience management focuses on experiences: It's the method that turns complex, technical product data into real-time, engaging experiences that meet consumer expectations and regional compliance requirements. It transforms PIM systems into engines that deliver personalized, context-sensitive product content using AI and machine learning (ML) for analysis, personalization and optimization.

This approach ensures dynamic, targeted communication across every channel—from supermarket shelves to food delivery apps.

So, why now? Shorter shelf lives, stricter labeling requirements and faster trend cycles mean fragmented data is no longer an inconvenience—it's a growth killer. The push for transparency, speed and scale is accelerating the integration of PIM, DAM, MDM, PDM and related solutions.

Leading brands are leveraging AI-powered PXM to unify siloed data, anticipate demand and launch with precision—continuously refining product experiences in an increasingly complex, multi-channel marketplace.





# How PXM works

Product data flows in from ERP, PLM, suppliers, regulatory bodies and partners—all in different formats. Centric PXM uses AI to clean, enrich and adapt this data into high-quality, compliant content in record time.

Then it publishes that content across all marketplaces, retail partners, e-grocery platforms, foodservice distributors and D2C storefronts, automatically formatted for each channel's requirements.

But it doesn't stop there: Centric PXM closes the loop. Performance insights flow back in, so content gets smarter in real time with digital shelf analytics (DSA). That means every new SKU, variant or launch learns from the last, driving continuous improvement in sell-through and margin.

Centric Software combines its best-in-class Product Lifecycle Management (Centric PLM™) and Product Experience Management (Centric PXM), including PIM, DAM, content syndication and DSA solutions to deliver unmatched full lifecycle enablement—from product concept to commercialization—all on one AI-powered platform.

The opportunities for bridging the product development and commercialization gap are exciting for food and beverage brands, retailers and manufacturers.





# Dr. Schär scales compliant product content across 100+ countries with AI-driven Centric PXM

Headquartered in South Tyrol, Italy, Dr. Schär is a global leader and pioneer in gluten-free and specialized nutrition, with four flagship brands: Schär, Flavis, Kanso and Mikara. With Centric PXM, the company streamlined end-to-end content operations, boosted automation and scaled regulatory and market readiness, powering growth across 100+ countries.



## Challenges:

- Siloed tools led to inefficiencies and errors
- Inconsistent data across markets and platforms
- Manual data entry and costly localization issues
- Lack of visibility into region-specific requirements
- Rising complexity in meeting diverse compliance standards

## Business benefits:

- Unified, enriched product content across 100+ countries
- Integration between PIM, ERP and external systems
- Faster launches via automated translations
- Reduced legal risk with automated compliance content
- Positioned for future regulatory demands like the Digital Product Passport (DPP)



# +1,200

SKUs centrally managed with enriched, consistent data

# +400

stakeholders accessing accurate product content daily

# 30+

AI-powered languages



**“If we had a sales delivery with 30 order lines, we would have had to fill out up to 90 pages. That used to take several hours of work per week. Today, all of that can be done with a single click.”**

— Manuel Telser, Head of Global Digital Operations at Dr. Sächr



# About Centric Software

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, food & beverage, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, sell and replenish products.

**Centric PLM™**, the leading PLM solution optimizes product execution from ideation to development, sourcing and manufacturing, realising up to 50% improvement in productivity and a 60% decrease in time to market.

**Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and 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.

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