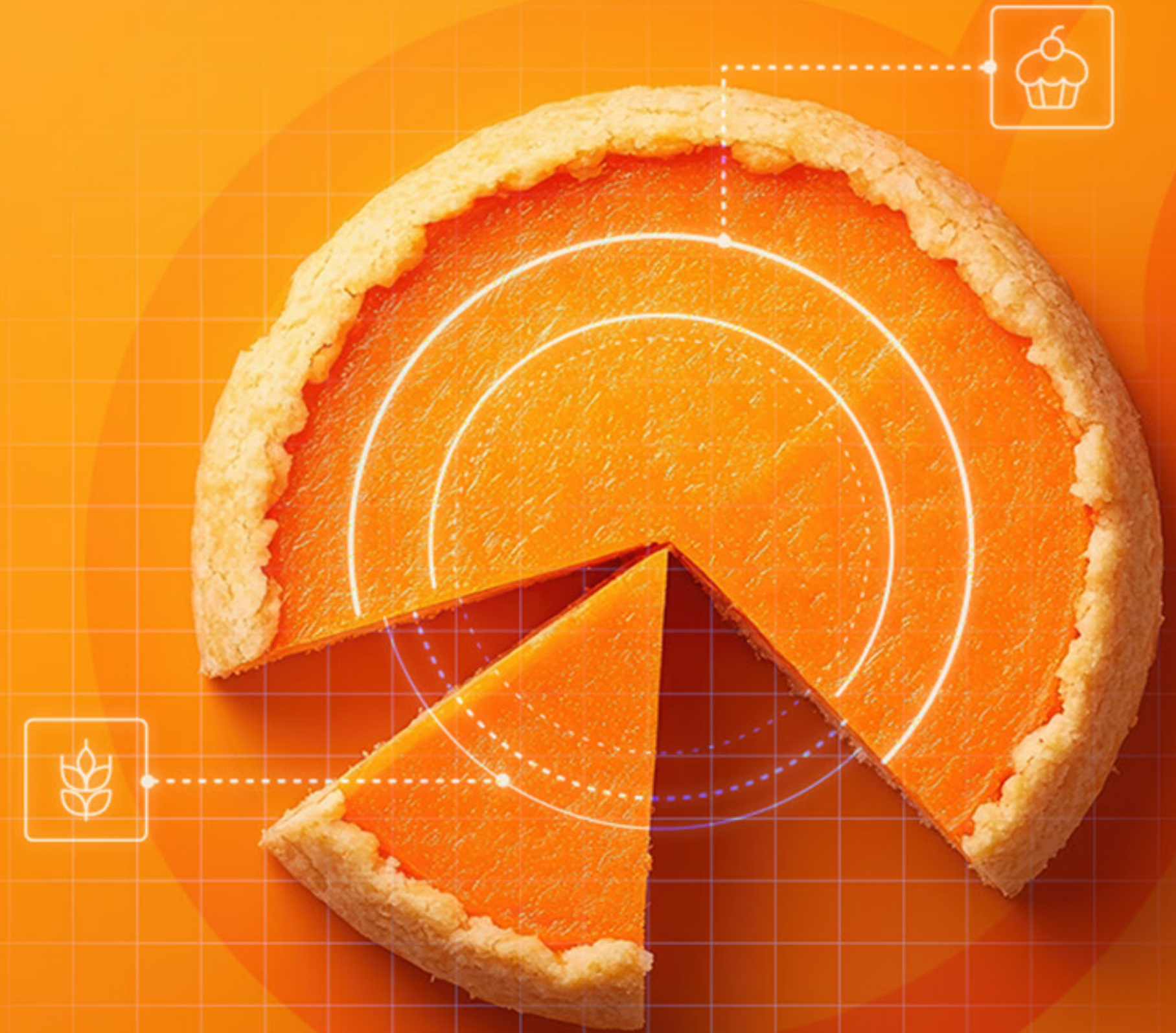


From Idea to Shelf: The Data-Driven Pre-Launch Playbook for Food & Beverage



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PRODUCT LAUNCH JOURNEY



The Role of Data in Food & Beverage Decision Making

In an era where consumer behavior changes at lightning speed, data is the currency that keeps Food & Beverage (F&B) businesses competitive. Those who understand how to capture, interpret and act on data insights gain an undeniable edge—allowing them to predict trends, optimize operations and refine product offerings with pinpoint accuracy.

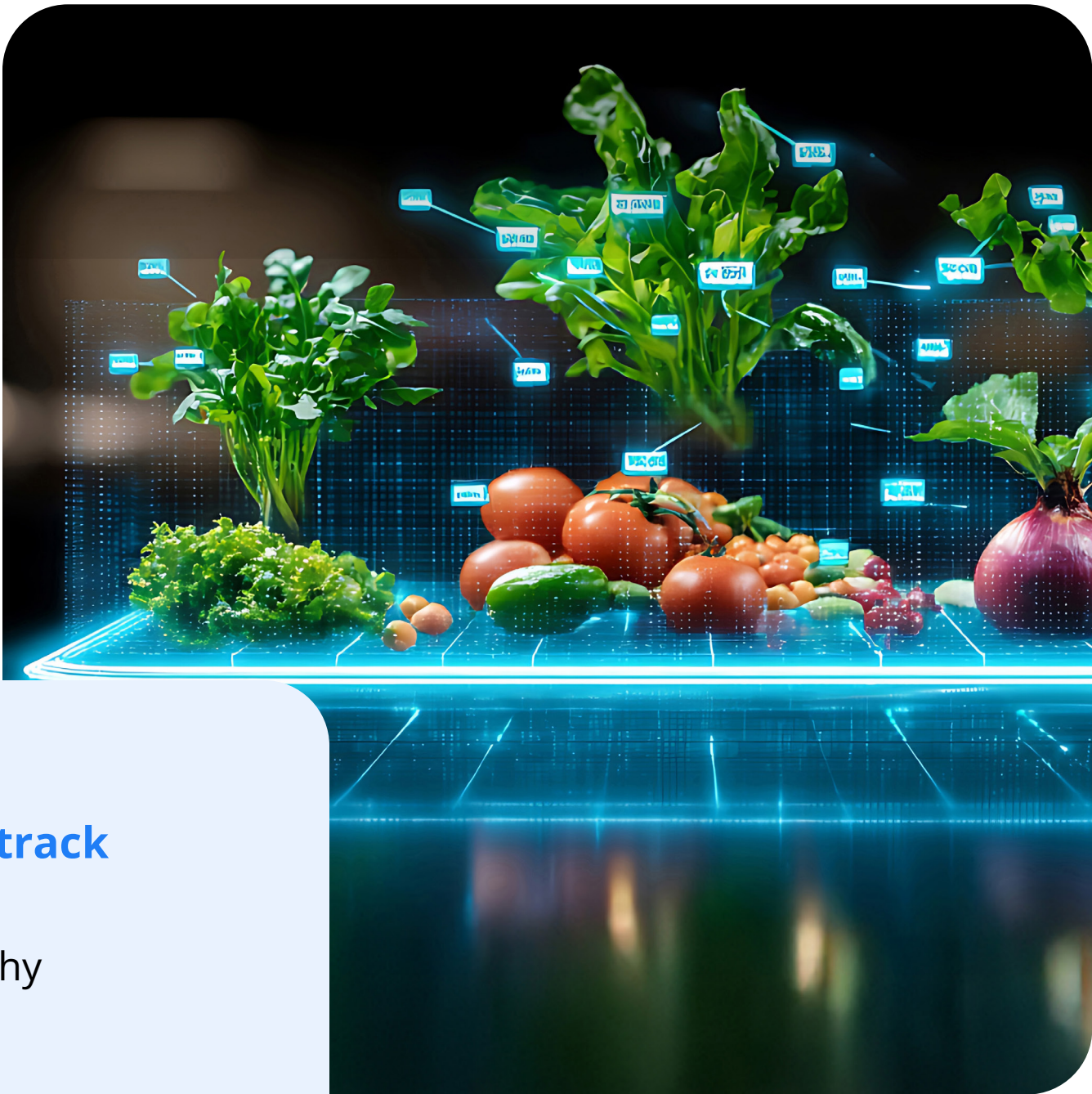
Why Data Matters

- **Companies leveraging data-driven strategies report 30% higher efficiency in operations.**¹
- **Businesses using real-time insights improve their responsiveness to demand fluctuations, reducing stockouts and overproduction.**
- **Predictive analytics in F&B reduces waste by up to 20%, leading to cost savings and sustainability.**²



1. "The data-driven enterprise of 2025", January 28, 2022, [mckinsey.com](https://www.mckinsey.com)

2. "Edges of Southeast Asia Second Edition", 12 Nov 2024, [deloitte.com](https://www.deloitte.com)



Checklist:

What every F&B Leader should track

- ☐ **Consumer Behavior & Preferences**
Understanding what, when and why customers buy
- ☐ **Sales Performance Metrics**
Identifying top-performing SKUs and optimizing pricing strategies
- ☐ **Supply Chain & Inventory Data**
Ensuring product availability while minimizing excess stock
- ☐ **Competitive Market Insights**
Monitoring pricing trends, innovation and competitor positioning
- ☐ **Regulatory & Compliance Data**
Adapting to changing laws and ensuring food safety standards

1. From Product Performance Analysis to Idea Generation

Successful product innovation starts with deep market insights. Businesses must assess historical performance, recognize consumer shifts and align innovation initiatives with emerging consumer and category trends. Without structured data, teams struggle to identify gaps and make informed decisions.

Key Evaluation Criteria:

- **Sales Performance Analysis:** Comparing annual sales trends and regional variations
- **Market Trends:** Emerging consumer preferences and ingredient innovations
- **Competitive Benchmarking:** Catalogue your private label portfolio alongside branded and national brand products to identify top-performing items and establish clear benchmarking targets for private label development
- **Brand Positioning:** Aligning new product ideas with brand strategy and target demographics

Solution

Centric Visual Assortment Board™ for Insights and Visual Collaboration

Centric Visual Boards centralize data-driven decision-making by enabling teams to:

- Visualize real-time and historical product performance data through highly intuitive dashboards.
- Explore limitless what-if scenarios to build high-performing, channel-specific assortments.
- Align product concepts with brand strategy and consumer demand.



"Digital and analytics tools can leverage historical promotion and stock data to inform the extent and timing of future promotions. Because updating and synthesizing data without advanced analytics and AI tools can be expensive, using these tools can help food and beverage companies reduce costs while simultaneously improving performance."

McKinsey ³

3. "Fortune or fiction? The real value of a digital and AI transformation in CPG", October 3, 2024, [mckinsey.com](https://www.mckinsey.com)

2. The Go/No-Go Decision: Evaluating Feasibility

Every product concept must pass a rigorous feasibility assessment to ensure commercial viability. This step involves evaluating multiple factors across different functions.

Key Evaluation Criteria:

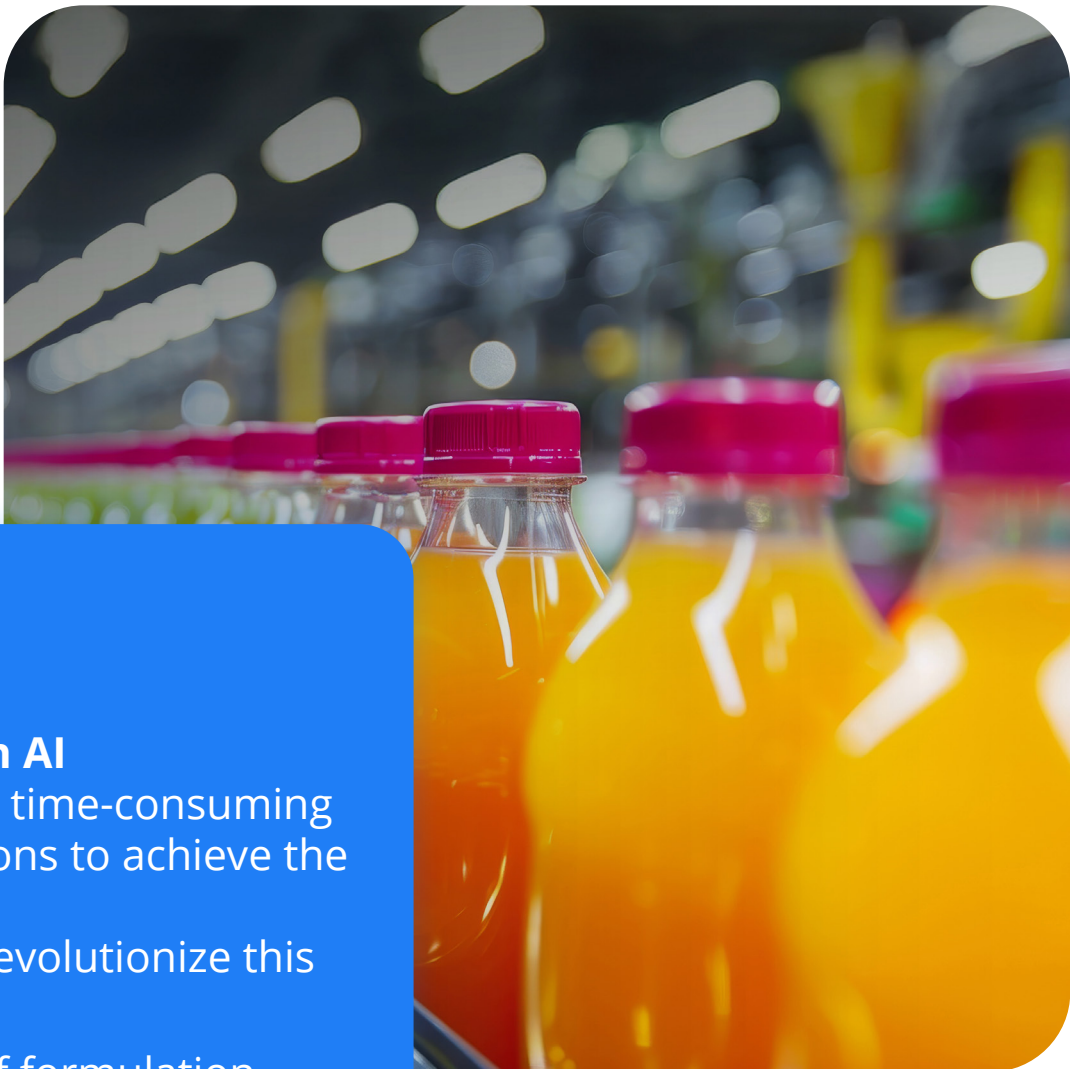
- **Technical Feasibility:** Compatibility with existing formulation and manufacturing capabilities
- **Cost Analysis:** Alignment of material and production costs with budget forecasts
- **Supply Chain Readiness:** Availability of qualified and reliable suppliers
- **Regulatory Compliance:** Adherence to market-specific regulations
- **Sustainability Considerations:** Optimization of packaging and ingredient sourcing for sustainability

Solution

Centric PLM™ for Streamlined Feasibility Assessment

Centric PLM enables teams to centralize feasibility evaluations and automate key workflows by:

- Utilizing AI-powered formulation matching for rapid feasibility assessment.
- Streamlining cost analysis and sourcing with real-time data and automated workflows.
- Automating compliance for country-specific rules, labeling, documentation and packaging validation.
- Streamlining supply chain visibility, supplier collaboration, and certification tracking.
- Integrating sustainability tracking, traceability and sourcing data into the product lifecycle.



Highlights

Accelerate Product Development with AI

Traditional formulation methods rely on time-consuming trial and error, requiring multiple iterations to achieve the optimal recipe.

AI-powered capabilities in Centric PLM revolutionize this process.

Formula Match introduces a new level of formulation optimization. This advanced tool instantly compares multiple recipes and identifies the most relevant ingredient substitutions, ensuring seamless alignment with product and market requirements.

Labeling Management

Centric PLM offers advanced formulation management with full traceability of ingredients and recipes. Regulatory requirements are built into the system, enabling automatic generation of compliant labels — including nutritional values, allergen lists and country of origin — tailored to each market where the product is sold. Centric PLM also streamlines updates in response to regulatory changes, ensuring all products remain compliant across regions and reducing risk.

3. Supplier Selection and Collaboration

Choosing the right suppliers is a strategic necessity. Traditional selection methods often involve lengthy, manual processes that slow down innovation and increase operational risks.

Key Evaluation Criteria:

- **Supplier Capabilities:** Ability to meet product quality, safety and innovation requirements
- **Cost and Lead Time:** Pricing structures and delivery timelines that align with launch schedules
- **Sustainability and Compliance:** Supplier alignment with sustainability goals and regulatory standards
- **Reliability and Scalability:** Supplier track record and ability to scale with demand

Solution

Centric PLM for Supplier Collaboration

Centric PLM simplifies supplier management by enabling procurement teams to:

- Centralizes supplier profiles, certifications and quality/safety data for quick, informed assessments in a single view.
- Optimize RFQs and cost analysis for timely, budget-aligned sourcing.
- Track certifications, regulatory adherence and sustainability metrics through intuitive dashboards.
- Track supplier performance and capacity using automated scoring based on predefined criteria.

4. Jared Conway, "How to Track End Product Prices and Availability by Ingredient in Soft Drinks", February 4, 2023, [Euromonitor.com](#)

“Monitoring the growth of unit prices gives close insight into the cause-and-effect relationship of ingredients supply and the impact on end product prices.”

Jared Conway,
Euromonitor ⁴



“Cross-functional teams use the same data source and have insights in project progress. That way, we can collaborate efficiently to define artwork briefs and proof them, but also define, manage and source packaging items all in one system.”



Top five worldwide producers of chilled, frozen and dried potato products.



Conclusion:

Bringing a product to market requires more than creativity, it demands structured, data-driven decision-making from day one. By combining performance insights, rigorous feasibility assessments and strategic supplier collaboration, F&B leaders can reduce risk, control costs and accelerate time to market.

When product data, compliance workflows and cross-functional collaboration are centralized, teams move from uncertainty to clarity. The result is stronger launch readiness, fewer late-stage surprises and products that are commercially viable before they ever reach the shelf.

Explore the analyst insights behind Centric PLM's recognition in the Gartner® 2025 Market Guide and the 2025 SPARK Matrix™ Report for Product Lifecycle Management.

Ready to strengthen your Pre-launch strategy?
Discover how data-driven PLM empowers
smarter, faster product development.

BOOK A DEMO



About Centric Software®

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 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 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.

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