

# Food Forward: AI-Enabled Product Lifecycle Management Solutions

Shaping the Future of Food & Beverage  
Product Innovation

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# Main F&B Innovation Challenges in 2026

## Value pressure and affordability

Nearly half of surveyed consumers globally are now “value seekers,” and CPG executives see consumer behavior change as the biggest challenge to volume growth. Brands need sharper price-pack architecture, value engineering and faster reformulation. (Deloitte)

### Impact of „old IT“

Old systems make it slow to model ingredient cost, packaging, margin, nutrition and label impact together. Teams end up making value decisions with delayed or inconsistent data.

## Health, protein, functional claims

Innova’s 2026 trends highlight protein, digestive health, indulgence, planet care and affordability as simultaneous innovation drivers. At least half of global consumers are actively trying to increase protein intake. (Innova Market Insights)

### Impact of „old IT“

Legacy systems struggle with formulation variants, nutrition calculation, allergen control, claims substantiation and local-market compliance. This slows “better-for-you” innovation and increases labelling risks.

## Sustainability, pack compliance

The EU Packaging and Packaging Waste Regulation entered into force in February 2026 and generally applies from 12 August 2026. It covers packaging composition, recyclability, recoverability and waste prevention. (Environment)

### Impact of „old IT“

Packaging data is often disconnected from recipes, suppliers, artwork and markets. That makes it difficult to redesign packaging, track recycled content, prove compliance or manage regional exceptions.

## Retailer power and private label

Deloitte reports that 79% of surveyed executives think power is shifting to retailers, while 65% expect more private-label competition. Data-sharing gaps remain a barrier to collaboration. (Deloitte)

### Impact of „old IT“

Retailers want speed, transparency and accurate product data. Legacy systems make it harder to provide trusted specs, images, claims, sustainability data and launch information at scale.

## AI-enabled R&D and marketing

Deloitte says the most promising AI use cases for CPG are product innovation and marketing, helping companies create more concepts and personalized content in less time. (Deloitte)

### Impact of „old IT“

AI is only as good as the underlying product data. If formulations, specs, costs, claims and supplier records are scattered, AI produces weak recommendations or creates governance risks.

**In F&B, the innovation problem is not a lack of ideas. It is the ability to turn consumer, regulatory, sustainability and retailer signals into compliant, profitable products fast enough.**

# AI Adoption Today, Hype vs Reality

MIT finds 95% of generative AI pilots failed to produce meaningful results.\*

## MYTH

1

AI is transforming every business



2

The biggest blockers are data, legal and risk



3

The best enterprises are building own AI tools



## REALITY

**Adoption ≠ Transformation**  
Only 5% truly embed AI in workflows

**The real barrier**  
AI outside business processes doesn't scale

**Internal builds fail twice as often**  
Internal builds fail twice as often due to complexity

\* Source: MIT NANDA 'The GenAI Divide STATE OF AI IN BUSINESS 2025'. Available at [https://mlq.ai/media/quarterly\\_decks/v0.1\\_State\\_of\\_AI\\_in\\_Business\\_2025\\_Report.pdf](https://mlq.ai/media/quarterly_decks/v0.1_State_of_AI_in_Business_2025_Report.pdf)

# What are we trying to achieve?

## Change Management

Mature portfolio with continuous changes  
15-20% of product development workload

1

## Product Development

Fundamental needs for recipe and packaging  
20-40% of product development workload

2

Poorly structured and constantly evolving data  
15-20% of product development workload

## Compliance management

3

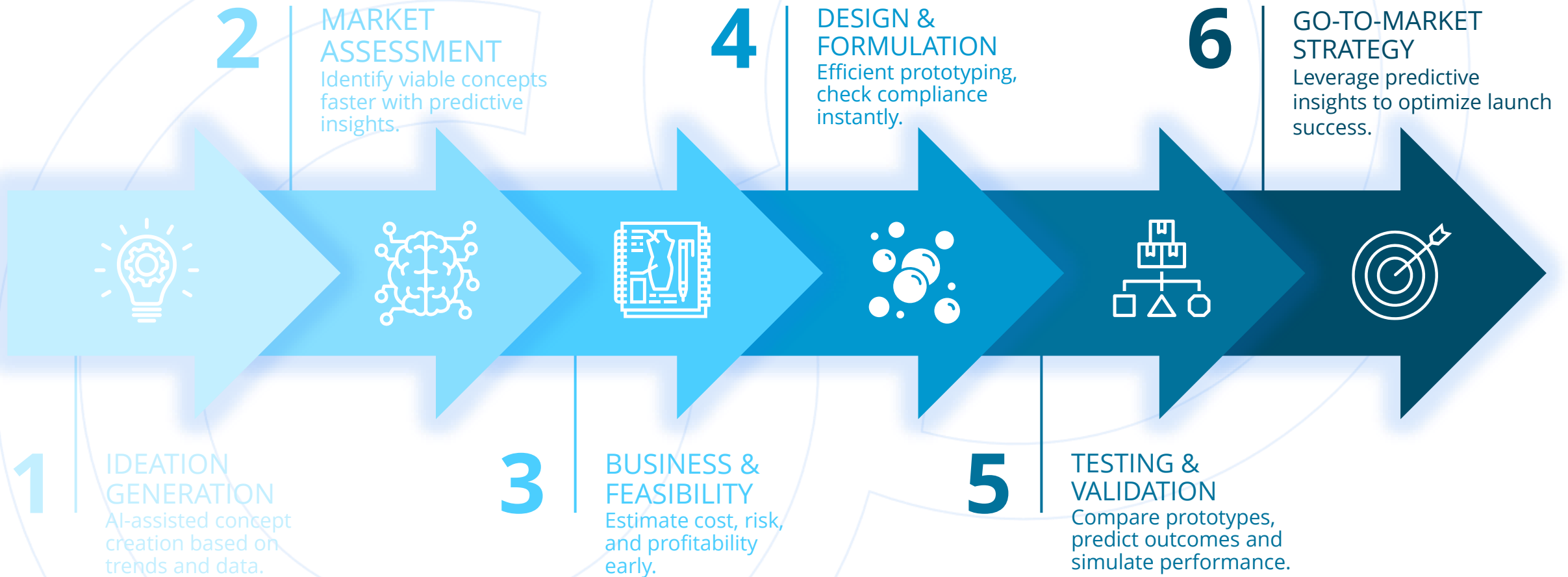
Partner-driven development  
10-20% of product development workload

## Sourcing & supplier collaboration

4

# From idea to market, powered by AI

CPG product development is evolving from a **linear R&D-driven process** to a **digital, cross-functional, lifecycle-oriented system that continuously adapts to consumer, regulatory, and supply chain complexity.**



# Change Management

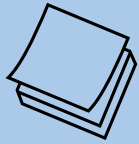
Managing portfolio change is fundamental for making the right innovation decisions.

How are you managing your portfolio today?



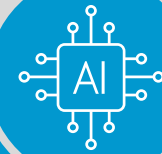
# Review the Current Assortment

Analysing your portfolio is complex – see exactly which SKU is performing how, in what market



## TODAY

- Fragmented systems involved
- Analysis based on outdated sales data
- No advanced competitor analysis



## TOMORROW

- Sophisticated competitor insights
- AI generating insights based on multiple constraints
- Actionable information

# Product Development

Product development has many facets in both formulation and packaging.

How integrated are your processes today?



# Briefing & recipe development

Starting R&D activities from a brief was never easier before – cross-department collaboration

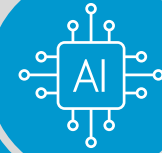


## TODAY

- Brief is a separate document
- No AI analysis capabilities
- Difficult to find existing items, e.g. recipes
- No integrated validation

Base Product	Match Score	Formula Target Cost (kg)	Formula Cost (kg)	Suggestion Status	Compliance Verification	Actions
All	All	All	All	All	All	
Report		\$27.00	\$392.38			
▼ Suggested (6)		\$27.00	\$453.39			
Summer Fragrance 1	100%	\$27.00	\$25.00	Suggested	Valid	...
Face Wash Fragrance	75%	\$27.00	\$23.43	Suggested	Valid	...
Face Wash fragrance - Proto 2	75%	\$27.00	\$26.42	Suggested	Valid	...
Summer Fragrance 2	75%	\$27.00	\$19.00	Suggested	Valid	...
Summer Fragrance - Rose	50%	\$27.00	\$2.75	Suggested	Errors	...
Yellow Perfume Formula	0%	\$27.00	\$45.72	Suggested	Errors	...

Displaying 2 groups and 7 results



## TOMORROW

- System guidance when creating a brief
- Algorithm returns matching recipes
- Integrated Compliance checks against brief requirements

# Compliance

Compliance is one of the keys for a Go-2-Market strategy of a new product.

Have you already integrated compliance?



# Compliance execution

Compliance – seamlessly integrated from brief creation to recipe and packaging BOM approval

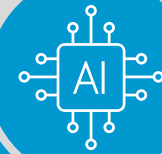


## TODAY

- Compliance mostly checked manually
- High effort doesn't allow for early checks during R&D
- No support for non-legal compliance rules

INCI name	IC Qty (%)	Blacklist Status	Blacklists
Report	100.0000%		
> AQUARIUM	75.7900%	Compliant	
> WATER	4.5000%	Compliant	
> GLYCERIN	4.0000%	Compliant	
> GALACTOMYCES FERMENT FILTRATE	3.5000%	Compliant	
> PROPANEDIOL	3.0000%	Compliant	
> PENTYLENE GLYCOL	3.0000%	Compliant	
> BUTYLENE GLYCOL	3.0000%	Compliant	
> STEARIC ACID	2.5000%	Compliant	
> FRUIT EXTRACT	1.0000%	Compliant	
> PHENOXYETHANOL	0.9000%	Compliant	
> ACETYL HEXAPEPTIDE-8	0.4000%	Compliant	
> CARBOMER	0.2000%	Compliant	
> SODIUM HYDROXIDE	0.2000%	Compliant	
> CAPRYLYL GLYCOL	0.2000%	Compliant	
> ETHYLHEXYLGLYCERIN	0.2000%	Compliant	
> SODIUM HYALURONATE	0.2000%	Compliant	
> TOCOPHERYL ACETATE	0.2000%	Compliant	
> TREBIELLA FUICIFORMIS SPOROCARP EXTRACT	0.0000%	Compliant	

**Formula 2**  
This non-compliance seems to be caused by the following material: Galactoferm (3044100).  
**Non-compliance issue**  
**Galactoferm flagged by internal blacklist**  
One of Galactoferm's ingredients is on your internal blacklist and is not permitted. Manual Galactoferm - Galactomyces Ferment Filtrate - 4.5000%  
Suggest replacement options  
The formula is not compliant due to Galactoferm, which contains an ingredient on your internal blacklist and is not permitted. Would you like me to suggest replacement options?  
Suggest replacement options  
Regenerate response



## TOMORROW

- Integration for compliance checks
- Rule engine support different compliance types
- AI summarizes total product compliance

# Supplier Collaboration

Sourcing is time consuming and creates a lot of relevant data.

Are your suppliers already onboarded?



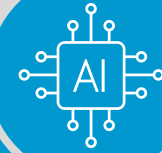
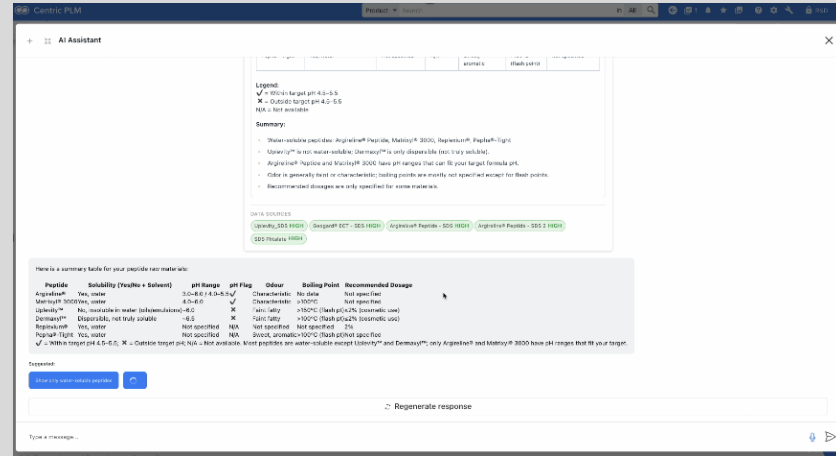
# Sourcing and supplier collaboration

Onboard your suppliers onto your PLM platform and collaborate – End-2-End



## TODAY

- Collaboration uses Emails or chat
- No integrated process flows
- No single source of truth
- Time consuming

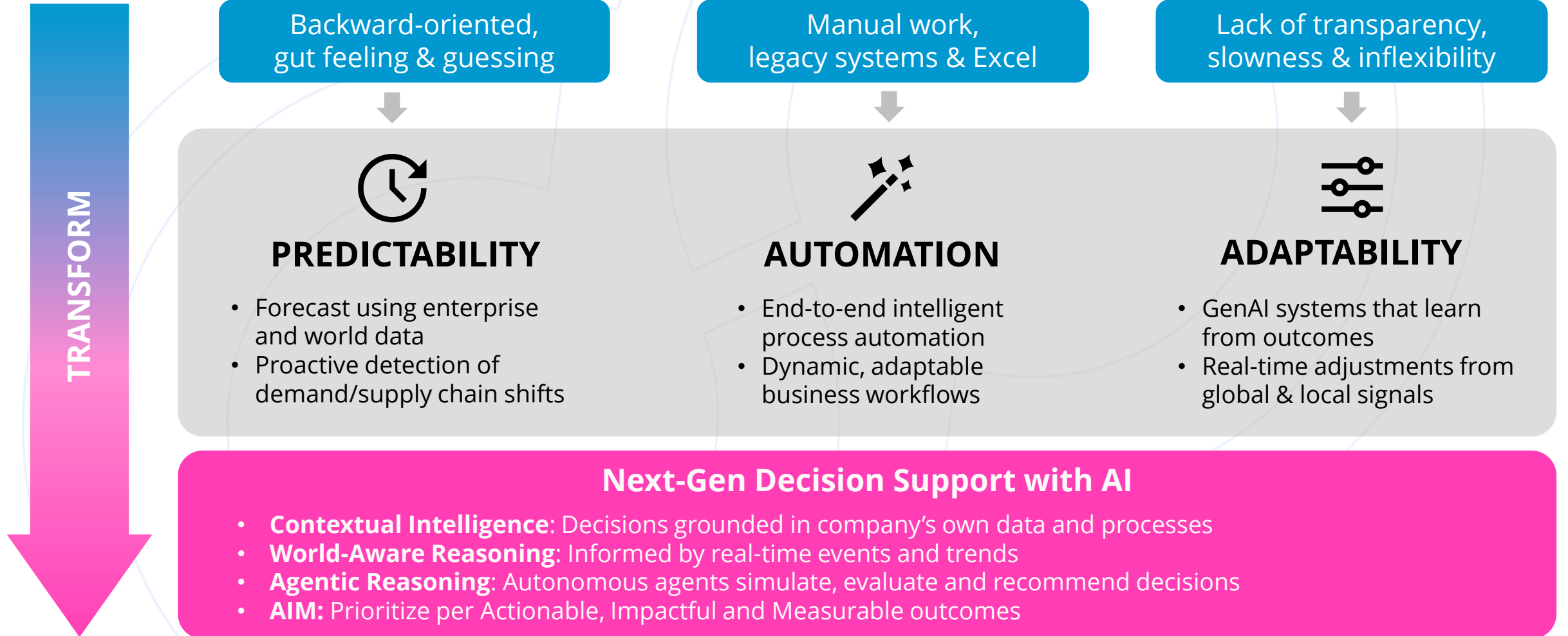


## TOMORROW

- Suppliers work on the same platform
- Seamless communication
- Advanced data basis
- Data extraction from supplier documents

**Centric Software helps you  
getting the right products  
and getting the products right.**

# Call to action – stay competitive



# Thank You!

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