



## NEWS RELEASE

### **Centric Software Wins the Just Drinks Excellence Awards**

*Centric solutions for food & beverage has won in the specialized category of Just Drinks for Innovation in AI and Business Expansion*

**CAMPBELL, Calif. April 11, 2024** – [Centric Software](#)<sup>®</sup>, the Product Lifecycle Management (PLM) market leader is pleased to announce that it has won two Just Drinks Excellence Awards 2024. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell food & beverage, cosmetics and consumer products to achieve strategic and operational digital transformation goals.

The *Just Drinks Excellence Awards* is a widely known, independent awards program powered by the business intelligence of GlobalData. Tina Ross, Global Awards Manager at Just Food says, “Our team of researchers and journalists, along with Artificial Intelligence, analyzes over 1 billion datasets during the year to recognize, endorse and rank top-tier companies and their achievements in 200+ countries.”

Centric Software has won in the Business Expansion and Innovation categories in the *Just Drinks Excellence Awards 2024* for its innovative use of artificial intelligence (AI) and modern, out of the box functionality within its Product Lifecycle Management (PLM) tool, Centric PLM™ that has been instrumental in attracting new customers from the beverage sector.

Centric’s frequent, market-driven enhancements have notably reduced development time and resources, particularly in the critical area of formulation optimization. Centric PLM has AI-powered similarity searches that can be carried out to find products and formulations already in the company’s coffers to avoid starting from scratch when a similar version already exists. Another AI-driven useful function is Least Cost Formulation (LCF) where users can optimize

formulations based on set parameters (e.g., flavor, brix, nutrient profile). Centric Software's strategic partnerships and built-in functionality in regulatory, formulation, processing, specifications, certification management, ingredient listing and packaging artwork proofing have not only streamlined operations but also facilitated global expansion for clients like Gruppo Montenegro and a major Chinese beverage brand. This demonstrates the company's adaptability and commitment to driving digital transformation in a dynamic consumer market.

"We are happy that our accomplishments in the beverage vertical have been recognized. Drinks are an exciting space to be in and we are thankful to our beverage customers for placing their trust in us," says Global Business Development Director, Ouarda Hamadi.

Chris Groves, CEO of Centric Software says, "In addition to being recognized for our inroads in the food category by the *Just Food Excellence Awards 2024* we are equally pleased to be acknowledged in the Drinks/Beverages space. These awards are encouraging to our whole company but especially to our food & beverage teams working diligently on innovations in both sectors."

**Learn more about [Centric Software](#)**

**[Request a Demo](#)**

**About the Just Drinks Excellence Awards ([www.just-drinks.com](http://www.just-drinks.com))**

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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](http://www.centricsoftware.com))**

Silicon Valley-based Centric Software provides an innovative and AI-enabled product concept-to-replenishment 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 labeling, 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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