

Empowering Pricing Teams in Food & Beverage Manufacturing



Elevate Pricing from Reactive to Strategic

For food, beverage, and ingredients manufacturers like you, pricing drives profitability - but it's too often treated as a back-office function. Your pricing team works to minimize risk, align pricing with market dynamics, and drive margin growth. In today's volatile market, you need to make high-stakes decisions with speed and agility. Yet, outdated processes, limited visibility, and disconnected tools hinder progress, relegating pricing to a support role rather than a strategic driver.

Pricefx transforms the game. Now your pricing team can become a Center of Excellence, empowering you to lead with innovation, deliver value to sales, and meet financial forecasts. You gain real-time control, speed, and flexibility across your entire pricing process - positioning yourself as a margin leader, integral to corporate strategy and success.

Overcome Challenges with Confidence

Externally, market volatility, aggressive competition, and evolving customer demands challenge food and beverage industry pricing teams on a daily basis. Internally, frequent strategy updates, siloed data, and manual processes suffer from a lack of visibility and insights and slow response times. Corporate mandates for AI usage add even more pressure.

External Challenges

- Volatile costs (protein, grain, dairy, oils)
- Competitive private labels & alternative products
- New consumer preferences (health, sustainability)
- Supply chain disruption (availability & distribution)

Internal Challenges

- Fragmented strategies, portfolios, and channels
- Manual processes slowing responsiveness
- Uncertain rebate and incentive effectiveness
- Limited visibility into profitability drivers

Expert Pricing: Engineered for Food & Beverage

Pricefx was built by pricing experts who understand the need for speed, scale, and control in food and beverage.

Trusted by global leaders in food, beverage, & Ag commodities



"The true value and reason Pricefx is here is the speed of execution... the ability to execute so quickly and get to the market ahead of everybody else gives us a tremendous competitive advantage. That's the value of Pricefx to us."

Global Food & Ingredient Producer

Why Pricefx?

Best-Practices: Food, ingredient, and commodity-specific workflows, promotion and incentive program best practices, and use-case accelerators, guided by expert industry advisors

Innovation: Pioneering SaaS pricing, our cutting-edge capabilities keep you ahead of competitors

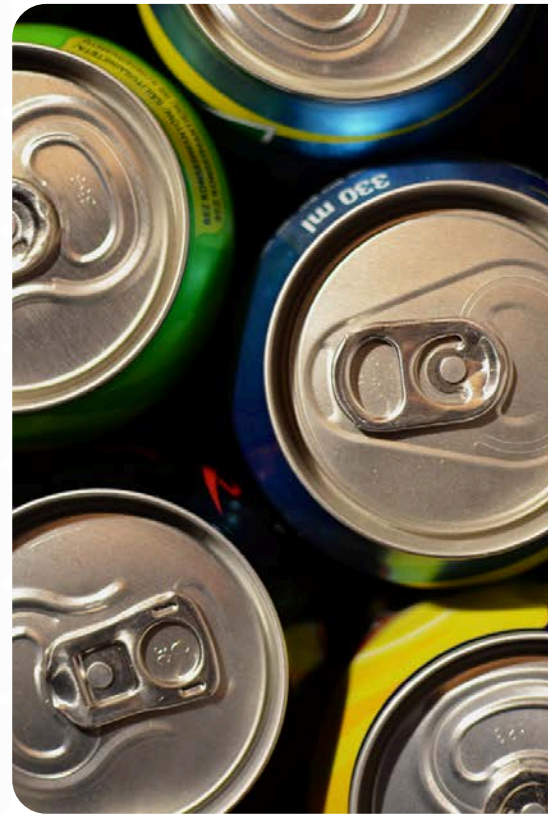
Flexibility: "Clean-Core" platform adapts quickly to market shifts with advanced user-driven workflows

Speed: Increased agility and fast time to value. Customers achieve up to 15X ROI within 12 months and 8.4% average margin improvement

The Food & Beverage Pricing Value Playbook

Pricefx aligns your pricing strategy with market demands through a flexible, best-practice solution:

- 1 Price Management**
Automate adjustments to stay competitive & protect margins
- 2 Customer Agreements**
Streamline category & index-based dynamic contract pricing models
- 3 Strategy Management**
Centralize complex pricing strategy/formula libraries for consistency
- 4 Quoting**
Accelerate AI-enabled guided selling and boost win rates
- 5 AI Optimization**
Leverage Pricing-AI for more intelligent pricing and margin capture
- 6 Actionable Insights + Copilot**
Improve decision speed and quality with contextual support
- 7 Promotions, Rebates, & Incentives**
Increase effectiveness, minimize errors, and strengthen relationships



Your Fastest Path to Pricing Impact Starts with Agents

Pricefx Agents reimagine how pricing teams deliver impact. These AI-powered always-on digital assistants integrate seamlessly with your business systems to expose the real drivers of profit, uncover untapped opportunities, and recommend precise actions. The result: faster, smarter decisions that strengthen margins and deliver value in weeks.

Transform Pricing into a Strategic Powerhouse

With Pricefx, you achieve:

15x ROI
in 12 months

8.4%
Average Margin Improvement

Visit www.pricefx.com to empower your pricing strategy and drive business success.

pricefx

Pricefx is the global leader in cloud-native pricing software with unmatched flexibility and expertise in food, beverage, ingredient, commodity, and process manufacturing pricing.

