

# pricing control for food manufacturers facing constant cost volatility

When costs move faster than contracts, pricing becomes a board-level risk. Zilliant Pricing Plus helps food manufacturing executives protect margins and regain control across contracts, SKUs, and channels. Input costs shift continuously while customer contracts and annual agreements lock pricing for months or years. Rebates, freight, and SKU complexity obscure true margin. By the time issues appear in reports, the damage is already done.

## Introducing Zilliant Pricing Plus

Turn pricing from reactive into a governed, strategic lever. Pricing Plus gives food manufacturing executives control over pricing, bringing discipline and confidence instead of a quarterly scramble.



### **Protect margins when costs move faster than contracts**

Model cost volatility against contracts, customers, and SKUs to understand EBITDA impact before margins hit the P&L.



### **Eliminate margin leakage hidden inside complexity**

Expose underpriced SKUs, customers, and contracts masked by averages, rebates, freight, and exceptions.



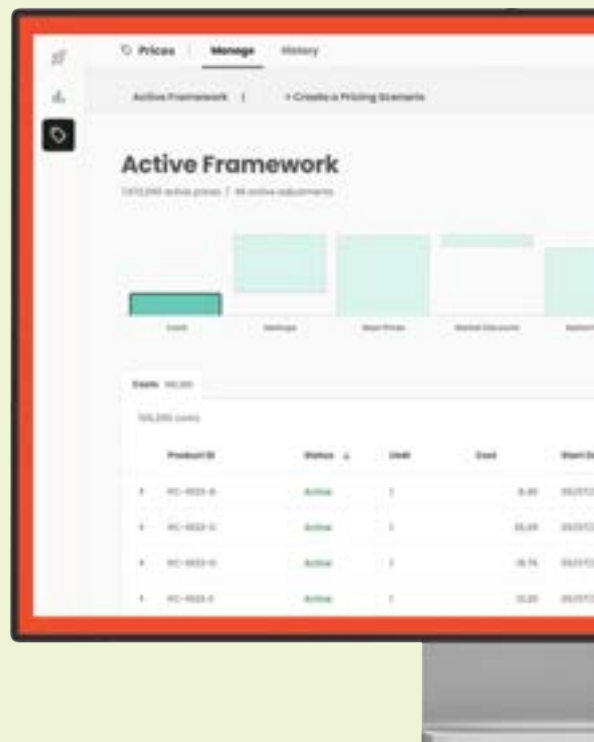
### **Move pricing faster without breaking governance**

Enable faster, defensible cost recovery without manual approvals or escalation.



### **Align pricing, sales, and finance around one economic truth**

Replace conflicting spreadsheets with a single, explainable view of margin and risk.



## proven executive impact timeline

### DAY 30

#### **establish control over cost volatility**

Replace key pricing spreadsheets with a governed foundation. Gain visibility into how prices are set and where margin risk exists. Know where contracts are locking in bad economics before renewal.

### DAY 90

#### **operate at market speed**

Model scenarios, accelerate cost pass-through, and align pricing, sales, and finance around one economic view.

### DAY 180

#### **institutionalize**

Build a repeatable pricing rhythm with governance, auditability, and confidence in published prices.

## core capabilities

### 01 **contract-aware pricing across SKUs and customers**

Know where contracts are killing margin before renewal

### 02 **scenario modeling with explainable outcomes**

Defend pricing actions with finance-ready logic

### 03 **governed pricing workflows and controls**

Enforce pricing discipline without slowing decisions

### 04 **realized margin visibility beyond invoice pricing**

See true profitability, not reported averages

### 05 **ERP, CRM, and CPQ integration**

Act on pricing decisions with complete, trusted data

See how food manufacturers regain  
pricing control in volatile markets.

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