

FOOD MANUFACTURING CONTRACTS MOVE SLOWLY. COSTS MOVE DAILY.

# regain pricing control in 30 days. see margin impact by 90.

Most food manufacturers do not have a pricing strategy problem. They have a pricing execution problem. When input costs move faster than contracts, fragmented processes and delayed execution create margin leakage across customers, SKUs, and agreements, often before it is visible in financial results and after it is too late to recover.

Zilliant Pricing Plus gives executives a 90-day path to establish pricing control, accelerate execution, and make margin impact visible before losses reach EBITDA. Input costs fluctuate while contracts lock pricing for months or years, and complexity obscures true profitability. AI-driven signals surface margin risk early, enabling action before unfavorable economics are locked into contracts and financial performance.

## a clear path to margin control



### **From fragmented pricing to controlled execution**

Pricing Plus gives leadership a time-bound path to establish control over pricing execution without disrupting commercial operations. This is not a transformation initiative. It is a focused approach to centralizing pricing decisions, enforcing governance, and ensuring consistent execution across the business.



### **Establish control in the first 30 days**

Pricing execution moves into a governed system of record. Leadership gains immediate visibility into how pricing decisions are made, where margin risk exists, and which contracts are locking in unfavorable economics. Manual effort is reduced, and pricing decisions become consistent, explainable, and auditable.



### **Activate pricing speed by day 60**

Pricing execution shifts from reactive to controlled. Cycle times drop as decisions move in-system, and cost changes flow through the business faster. Delays, overrides, and inconsistencies are reduced, enabling earlier margin protection and more reliable execution.



### **See measurable pricing impact by day 90**

Pricing improvements are visible in transactions and financial performance. Leadership can quantify margin recovery, validate pricing execution, and project ongoing impact with greater confidence. Pricing becomes a controlled, repeatable process that supports both growth and margin discipline.

## executive impact

### FIRST 30 DAYS

#### Control is established

Leadership gains visibility into margin exposure across contracts, customers, and SKUs. Pricing decisions move into a governed system, becoming consistent, explainable, and auditable.

### BY 90 DAYS

#### Impact is visible and measurable

Pricing decisions are executed faster and more consistently across the business. Improvements flow through transactions, making margin impact visible and enabling leadership to quantify results and project of ongoing financial performance.

From this point forward, pricing execution is controlled, consistent, and scalable. Governance, accountability, and financial visibility are embedded into how pricing decisions are made and applied across the business.

## what leaders gain

- ✔ **Early visibility into margin risk with controlled action**  
Identify contract, customer, and SKU risk early, and take action before unfavorable economics are locked into agreements.
- ✔ **Confidence in pricing decisions**  
Understand the financial impact of pricing actions with logic that holds up in executive, board, and audit discussions.
- ✔ **Control without slowing commercial teams**  
Maintain pricing discipline while enabling teams to respond at market speed.
- ✔ **True visibility into realized margin**  
Understand profitability as it is earned, accounting for rebates, freight, and complexity, not reported averages.
- ✔ **Consistent execution across the commercial stack**  
Ensure pricing decisions are applied across ERP, CRM, and quoting systems without manual gaps or overrides.

### GOVERNANCE EXECUTION CONTROLLED WORKFLOWS AI-DRIVEN INSIGHT

Pricing Plus combines governed workflows, embedded AI, and system-level execution to reduce margin leakage, accelerate response to cost changes, and give leadership control over how pricing decisions are made and applied.

See how food manufacturers establish pricing control before margin erosion hits EBITDA.

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