



# The Food and Beverage Product Lifecycle— Before and After Aptean PLM

Your Clean Label Journey Starts Here

Bringing a clean-label snack to market takes more than great taste. You need control at every step from formulation, claims, packaging to regulatory compliance. One error can jeopardize timelines or risk your brand.

**Foodborne pathogens led to:**

**9.9 Million Illnesses**



**53,300 Hospitalizations**



Source: **CDC** estimate, based on 2019 data published in 2025

Preventing these risks means managing formulation, labeling and compliance from day one—with the right product lifecycle management (PLM) software in place. To show how it works in real-world terms, we'll walk you through how a cookie dough product evolves from concept to shelf—with and without PLM.

## Product Ideation and Development



### Concept and Brief

#### Before PLM

Ideas are tracked in emails or disparate spreadsheets with teams often working from different versions.

#### After PLM

Product briefs are managed digitally with structured inputs from R&D, marketing and sales.

### Regulatory Feasibility Review

#### Before PLM

Teams rely on PDFs or outdated spreadsheets to check compliance manually.

#### After PLM

Early-stage compliance checks are automated using built-in rules and formulation logic.

### Initial Recipe and Formulation Development

#### Before PLM

Recipes are stored in Excel, shared over email and prone to version mix-ups.

#### After PLM

Recipes are managed in a centralized system with audit trails and team-wide visibility.

### Shelf-Life and Quality Assurance (QA) Testing

#### Before PLM

QA results are scattered across folders or siloed databases.

#### After PLM

Testing data is linked directly to formulation records for full traceability.

## Product Validation and Packaging



### Allergen and Nutritional Review

#### Before PLM

Nutrition panels are built manually, risking inconsistent and outdated values.

#### After PLM

Region-specific nutrition panels and allergen statements are generated automatically.

### Packaging and Design Management

#### Before PLM

Packing files are scattered across systems, risking outdated specs and missed regulatory changes.

#### After PLM

Packaging specs and design files are stored centrally for consistency and compliance.

### Label Review and Approval

#### Before PLM

Legal and marketing often review claims separately, leading to frequent misalignment.

#### After PLM

Labels are routed through automated validation workflows with full version history.

## Launch Execution and Post Market Control



### Retail Readiness/Channel Setup

#### Before PLM

Sales teams scramble to create spec sheets from scratch for retailers.

#### After PLM

Automatically generated digital specifications for GS1, GDSN and retailer portals are ready for export.

### Post-Launch Traceability

#### Before PLM

Teams can't easily track what version went to market or which claims were approved.

#### After PLM

Traceable, accurate records of formulas, claims and packaging for audit readiness are maintained in a central location.

Are you ready to bridge the gap between product development and compliance?  
Discover how **Aptean PLM** software supports your clean label initiatives,  
**Schedule your personalized demo** today.