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Ashland total solutions for beverage producers on display at Brau Bevale 2012

SCHAFFHAUSEN, Switzerland - In today's global marketplace, beverage producers are concerned about more than just finding the right ingredients to meet the ever-changing consumer diet demands and product preferences. With fewer, larger customers, increasing overall costs, and food safety compliance, producers are constantly looking for new ways to address the demands of their customers and consumers alike when it comes to taste, texture, safety and cost efficiency.

Ashland Inc. (NYSE: ASH), a leading, global specialty chemical company, is uniquely positioned to provide beverage producers with a broad array of solutions, from thickeners, clarifiers and stabilizers to process water treatment. At the upcoming Brau Bevale 2012 exhibition in Nuremberg, Germany, from Nov.13 -15, experts from Ashland Specialty Ingredients and Ashland Water Technologies, commercial units of Ashland Inc. will be available at stand 4-433 to share the latest developments in ingredients technologies and water treatment chemistries and equipment for the beverage industry.

"In addition to Ashland's broad technology portfolio, we also have an extensive knowledge base," said Adriene Eiffes, marketing specialist, Nutrition Specialties, Ashland Specialty Ingredients. "Our specialized focus within the industry and strong commitment to delivering a high level of service and expertise to our customers truly positions Ashland as a leader in this industry."

Polyclar™ stabilizers from Ashland Specialty Ingredients are recognized by brewers and vintners around the world as the leading technology brand for enhancing clarity and stability in beer, wine and non-alcoholic beverages. The use of Polyclar stabilizers also has expanded to include ready-to-drink (RTD) teas and concentrates, RTD coffees, functional beverages, fortified sodas, and fruit and vegetable juices.

On the process side, Ashland Water Technologies' patented Generox™ tube reactor chlorine dioxide generation system is providing beverage producers with a safe, effective and economical way to produce chlorine dioxide for use as a disinfectant and oxidant in both water and process treatment applications. Commercial applications of the Generox tube reactor provide key benefits including reduced overall cost, improved microbiological control, and enhanced worker safety.

"We look forward to presenting our new advances at Brau Bevale," said Hans Graumans, global marketing manager, Food and Beverage, Ashland Water Technologies. "This event provides us the opportunity to meet with customers and showcase the solutions we bring to this industry."

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

Ashland Water Technologies is a leading global producer of papermaking chemicals and a leading specialty chemical supplier to the pulp, mining, food and beverage, paper, chemical processing, general manufacturing, institutional and municipal markets. Its process, utility and functional chemistries are used to improve operational efficiencies, enhance product quality, protect plant assets and help ensure environmental compliance.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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