



October 14, 2013

## **Ashland's beer stabilizers provide brewers with clear beer now and later**

### **Polyclar™ stabilizers prevent haze and extend shelf life in a \$510 billion industry**

WILMINGTON, Del. - Shelf life determines how long a beer remains clear and stable under average conditions. In contrast to expiration dates for food, drinking a beer past its best-by date isn't potentially hazardous, but there is no clear reason to drink hazy beer. The global beer market exceeded \$510 billion in 2012, and has led to opportunities for beverage stabilization suppliers such as Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH). Its Polyclar™ stabilizers, a leading brand in polyphenol stabilization for beer, are widely used to prevent the development of colloidal haze - permanently insoluble particulate which can be seen by the human eye and be perceived as haze - thus extending the shelf life of beer.

"Polyclar stabilizers increase the colloidal stability of beverages to reduce haze and produce clearer, more stable beverages," explains [Mustafa Rehmanji](#), global research and development and technical manager for beverages, Ashland Specialty Ingredients. "Our team works directly with our customers to assist them in their use of our specialized technology. Superior technical service distinguishes Ashland from our competitors. The combination of high-quality products and solid service helps to build partnerships with our customers and makes Ashland the preferred supplier for long-term relationships."

"The combination of Ashland and International Specialty Products, ISP, increased our reach in the beverage market and extended our network of technical centers. We are devoting increased research and development resources to focus on customer solutions beyond haze."

The Ashland food and beverage team also provides customized training in stabilization technology. Ashland is viewed as a leader in beverage stabilization technology for product quality and technical knowledge. The products Ashland manufactures are supported by a global network of research and application scientists and technically trained salespeople.

This year, the Master Brewers Association of the Americas Annual Conference in Austin, Tex., Oct. 23-26, is once again serving brewers with the chance to come together, network with peers, discuss critical issues in brewing, discover the methods of others, and get to know their colleagues. Experts from Ashland will be on hand in booth 515 to share their beer stabilization knowledge with visitors.

Ashland is a world leader in food and beverage ingredients and stabilizers, with our products meeting formulation customers' health, convenience, quality and processing requirements in major food and beverage applications. Ashland creates value through applications knowledge, market insight and a [powerful product portfolio](#) that includes: Aquacel™, Aqualon™, Aquasorb™, Blanose™ and Bondwell™ cellulose gum (CMC); Benecel™ MC and HPMC, Klucel™ and AeroWhip™ Polyclar™ stabilizers and Supercol™ guar gum.

#### **About Ashland Specialty Ingredients**

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 seeds, cellulose derivatives and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

#### **About Ashland Inc.**

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 [ashland.com](http://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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