



March 20, 2011

Ashland Inc. presents innovative solutions for better foods

SHANGHAI – Innovative cellulosic food solutions will be showcased by Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), at Food Ingredients China (FIC) 2011, the largest and most authoritative international show in food additives and ingredients in Asia, from March 23 - 25.

“We have been providing innovative products for the food industry for more than 65 years, and we are proud to have joined the economic growth of China over the past decade,” said Nandu Dhekne, vice president, Asia Pacific, Ashland Aqualon Functional Ingredients. “With investment in our world-class plant in Jiangmen in 1997 and, more recently, a new state-of-the-art technical center in Nanjing, we are well positioned to introduce advanced solutions and serve the fast-growing food industry, especially in China.”

At the Ashland Aqualon Functional Ingredients booth, number 7C48, visitors will experience a wide range of product and service demonstrations that help food and beverage formulators meet their product needs for flavor, texture and health. Many of these products help formulators create satisfying foods with longer shelf life. Ashland products being highlighted at the show include those listed below.

- [Benecel](#)[™] methylcellulose (MC) and hydroxypropylmethylcellulose (HPMC) promote reduced oil uptake in fried foods.
- [Bondwell](#)[™] cellulose gum (CMC) features both 99.5 percent and 95 percent purity grades for enhanced mouth feel and improved protein stabilization in dairy products.
- [Aquasorb](#)[™] cellulose gum (CMC) provides increased moisture control in bakery applications.
- [Klucel](#)[™] and [AeroWhip](#)[™] hydroxypropylcellulose (HPC) deliver properties to formulators who wish to develop healthier dairy whipped toppings with reduced milk fat but yet retain a creamy mouth feel.

“Food tastes and preferences may be regional, but the desire for improved health and wellness is global,” said Laurie Kronenberg, new product leader, Food and Pharmaceutical, Ashland Aqualon Functional Ingredients. “For this reason, Ashland is leveraging its global presence and food expertise to partner with its customers in China to develop regional solutions. Being able to use less sugar, less oil, and reduced milk fat are examples of some of the benefits formulators who use our products can enjoy as they strive to offer their customers opportunities for improved health.”

In particular, Ashland will present a technical seminar on strategies for healthier fried foods. Fried foods enjoy popularity in all regions of the world, yet consumers are looking for reduced-fat foods that deliver good taste and texture. Reducing fat uptake in fried foods can lead to healthier foods and decreased manufacturing costs. Ashland’s technical experts will demonstrate how formulating fried foods with Benecel[™] MC and HPMC can minimize cooking oil pickup during frying and reduce oil penetration during cooling, resulting in reduced overall fat content.

To learn more about Ashland Aqualon Functional Ingredient products for food formulations, contact Elsa Wu at +86-21-2-402-4680, or via e-mail at ewu@ashland.com.

Ashland Aqualon Functional Ingredients is a leading global producer of hydrocolloids, primarily cellulose ethers, worldwide. Many of its products – used in paint and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries – are derived from renewable and natural raw materials. We create value for food ingredient customers through applications, knowledge market insight, and a distinctive product portfolio: Bondwell[™] and Aquasorb[™] cellulose gum (CMC); Benecel[™] MC and HPMC; Klucel[™] and AeroWhip[™] HPC; and Supercol[™] guar gum.

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 used every day in applications from automotive, food and beverages, personal care products, pharmaceuticals, and paper and tissue to durable goods and infrastructure, including building and construction, energy and water treatment. Visit www.ashland.com to see the innovations we offer through our five commercial units -- Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution.

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什 食品提供 新的解决方案

上海— 什 集 (交所: ASH) 旗下 什 跨 功能性材料即将在3月23日至25日 的中国食品添加 和配料展 (FIC) 上展示一系列 素 添加 在食品 用 新中的解决方案。此次盛会也是 洲地区 模最大, 最具 威性的国 食品添加 和配料展。

“我 食品行 提供 新的 品已有65年的 史。我 也很 幸能参与中国 去十年 的 增。” 什 跨 功能性材料 太区副 裁狄楠度 道。“我 1997年在江 投 建 了世界 的工厂, 不久前又在南京建立了全新一流的技 中心。我 立足中国, 完全有能力 快速增 的食品行 , 尤其是中国市 的食品行 , 引 先 的解决方案。”

在 什 跨 功能性材料的展台上 (展位号7C48) 参 者将会 身体 到 什 全方位的 品和服 以及如何帮助食品 料配方工程 足他 品在 味口感、 地 构和健康等方面的需求。此外, 我 的多 品 能帮助配方工程 在 造 食品的同 延 其保 期。以下是您可以重点 注的 品。

- Benecel™ 羧基 素 (MC) 和 丙基甲基 素 (HPMC) 能有效降低油炸食品的油脂含量。
- Bondwell™ 甲基 素 (CMC), 99.5%和95%两 度可 , 能增 口感并提高乳制品中蛋白 的 定性, 尤其是在酸性条件下。
- Aquasorb™ 甲基 素 (CMC) 在烘焙 用中能有效控制面 的含水量。
- Klucel™ 和 AeroWhip™ 丙基 素 (HPC) 能有效降低配方中天然奶油的用量, 同 保持 滑 的口感, 更 健康食品消 理念。

“食品的口味和偏好可能有区域性的差异, 但是改善健康却是全球性的愿望。” Laurie Kronenberg, 什 跨 功能性材料食品 和 品行 新品 理指出, “正是因 个原因, 什 利用其全球的影响以及在食品行 丰富的 , 与我 的中国客 携手, 共同 适合本地区的解决方案。减少糖和油的使用, 降低脂肪的含量, 些都是使用我 品所 来的 多好 之一。不 如此, 使用我 的 品, 配方工程 能 消 者 更 健康的 品, 足 消 者日 健康的消 理念。

此外, 什 将就“使油炸食品更健康的添加 ” 一 技 研会。油炸食品是全球广 受 迎的食品, 然而 消 者期望油炸食品在保持美味和 感的同 减少油脂含量。降低油炸 程中的油脂 取不 能 更健康的食品, 能降低生 成本。什 的技 家将 您展示如何在油炸食品中加入 Benecel™ MC 和 HPMC, 最大程度地减少油炸 程中油脂 的 取, 从而降低油炸后食物的油脂 含量。

如您有任何 于 什 跨 功能性材料食品添加 方面的 , 系吴忠源, +86-21-2-402-4680, 或 ewu@ashland.com.

什 跨 功能性材料是世界 先的 素 生 商, 生 功能性水溶性聚合物添加 。 些 品被广泛地 用于油漆、涂料、建筑、食品、个人 理、制 、油气田 采 和特殊品等行 。大多数的 跨 品都来自于可再生的天然原材料。我 通 市 敏 的洞察和 用技 全面的研究以及与众不同的 品 — Bondwell™ Aquasorb™ 羧基 素 (CMC), Benecel™ 羧基及 丙基甲基 素 (MC&HPMC), Klucel™ Aerowhip™ 丙基 素 (HPC) 和 Supercol™ 胶来 食品行 客 造价。

什 集 (交所: ASH) 全球100多个国家提供特 化学 品、技 和 新的理念, 帮助客 造新型或改良的 品, 以及具有前 瞻性的可持 解决方案。 什 化学 品被 用在日常生活的各个方面, 从汽 、食品和 料、个人 理 品、 品、文化 和生活 用到耐用品和基 施, 如建筑和施工、能源和水 理等 域。登 www.ashland.com 了解 什 五大 部 --- 什 跨 功能性材料、 什 赫克力士水技 、 什 高性能材料、 什 消 品市 (牌) 和 什 化工原料分部 的 新品和服 。