



## News Release

### **Ashland launches Polyclar™ brewbrite granules, an easier solution for upstream clarification** *Innovation provides clarification and stabilization in one product*

WILMINGTON, Del., May 2, 2022 – Ashland is featuring a recently launched innovation, Polyclar™ brewbrite granules, the newest addition to the company’s line of Polyclar™ beverage stabilizers at the Craft Brewers Conference in Minneapolis, Minnesota.

Polyclar™ brewbrite granules are easier to use because they do not need to be pre-hydrated and can be added directly to the kettle. In addition, the innovative product has a low dust content. It is easier to handle and is available in a smaller boxed format.

“We are excited about this innovation and the many benefits that Polyclar™ brewbrite granules provide our customers,” said Jennifer Rodriguez, senior marketing specialist, Ashland. “We know customers will appreciate the ease of handling the product and potential cost saving. At Ashland we are always solving for our customers’ most complex challenges and global mega trends, so our aim is to continuously innovate.”

With over 50 years of experience providing wort clarifiers and beer stabilizers to the brewing industry, Ashland’s Polyclar™ stabilizers are the leading brand in clarification and stabilization technology for beer. Different grades within the company’s extensive portfolio are designed for single use or to be recoverable by filtration. In addition, various grades can be used at different stages of the brewing process. Use of Polyclar™ stabilizers reduces chill haze and permanent haze resulting in a better beer product.

To partner with Ashland solvers and learn more about Polyclar™ brewbrite granules, visit us at the Craft Brewers Conference at booth 1535 or at [ashland.com/polyclar1](https://ashland.com/polyclar1)

#### **About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for sustainability. The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,800 passionate, tenacious solvers – from renowned scientists and research

chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit Ashland.[ashland.com](http://ashland.com) and [ashland.com/sustainability](http://ashland.com/sustainability) to learn more.

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#### FOR FURTHER INFORMATION: Media Relations

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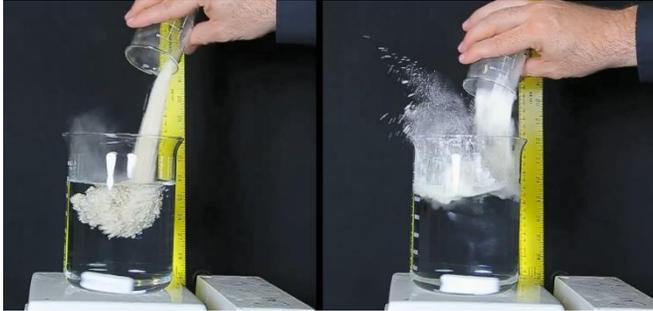
302-518-0104



Ashland polyclar™ brewbrite granules



brewbrite tub formation cylinder



polyclar™ brewbrite granules in action

side by side comparison intended to show the granular version vs powder version.

- left images shows dust reduction achieved by granules
- right image shows greater dust powder in application

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