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Ashland to showcase texture and sensory measurement techniques to the food and beverage industry at IFT in Chicago

WILMINGTON, DE – Consumer trends are increasingly calling for reduced calorie beverages that still maintain the taste and drinking experience of high sugar beverages. As sugar is reduced or removed from a beverage, new strategies and specialty ingredients to enhance mouthfeel, consistency and texture must be considered for beverage formulations.

On Tuesday, July 19, at the Institute of Food Technologists' annual meeting and exposition in Chicago, Ashland food scientists Mary Jean Cash and Jo Anna Popielarski, in collaboration with Lee Stapleton from Sensory Spectrum, will speak at a technical symposium that will outline the role of descriptive analysis in documenting and differentiating the texture of beverages and show how this data can be combined with instrument analysis to complete the formulation of consumer-preferred products with sensational texture. The moderator for the technical session will be Ashland food scientist Julie Masker.

“Sugar adds to the viscosity of beverages,” said Maxine Weber, global marketing manager, nutrition, Ashland. “With less of it in a finished formulation, the sensory experience is often compromised. Fortunately, Ashland offers the beverage industry solutions to restore desirable mouthfeel in reduced-sugar beverages with select hydrocolloids.”

As a solution provider with specialty ingredients, services and measurement techniques, Ashland brings their expertise in hydrocolloids to consumer beverages.

“Products such as Aqualon™ 7HOF cellulose gum provide a consumer-pleasing sensory experience in both carbonated and non-carbonated products. This hydrocolloid modifies viscosity to give the perception of full body mouthfeel in formulas containing little or no sugar,” Weber said.

For more information about Ashland's expertise in texture, attend Symposium 094, “Mouthfeel in Beverages: Evaluation Strategies in Sensory and Instrumental Analysis,” or visit the company at Booth 3755 during exhibition hours, July 17-19.

About Ashland

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including food and beverage, adhesives, architectural coatings, automotive, construction, energy, personal care and pharmaceutical. Through our three business units – Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline – we use good chemistry to make great things happen for customers in more than 100 countries. Visit www.ashland.com to learn more.

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