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## Ashland's innovative solutions for beverage producers on display at Drinktec 2013

SCHAFFHAUSEN, Switzerland - In an increasingly dynamic marketplace, beverage producers are facing multiple challenges developing more complex formulations while balancing the ever-changing needs of consumers. As more diverse and unique products emerge in the market, the need for improved taste and texture and increased stabilization will continue to drive ingredient innovation.

Ashland Inc. (NYSE: ASH), a leading, global specialty chemical company, is uniquely positioned to provide a broad range of solutions specifically designed for a variety of beverage systems including juices, teas, beers and wines. At the upcoming Drinktec 2013 exhibition in Munich, Germany, Sept. 16-20, experts from [Ashland Specialty Ingredients](#), a commercial unit of Ashland Inc., will be available on stand B1 341 to share their latest developments in stabilization and sensory technologies for the beverage industry. Specifically, Ashland will be presenting "Solutions for Reduce-calorie Beverages with Full-calorie Mouthfeel" at the International Society of Beverage Technologists (ISBT) Europe meeting on Tuesday, September 17 at 9:30 a.m. During this presentation, Mark Hines, senior principal scientist, and Julie Masker, scientist, will be discussing the science behind achieving a greater balance between sweetness and mouthfeel in low- and no-sugar beverages.

As formulators navigate through consumer demands and product development issues, many are finding that sugar reduction and the resultant loss of mouthfeel continues to be a significant issue. With the growing awareness of obesity, Ashland has developed a targeted solution for sugar-laden beverages while avoiding a watered-down consistency. "Replacing sugar in beverages with alternative sweeteners decreases sweetness as well as mouthfeel, the core sensory attribute associated with a quality product," said Mark Hines, senior principal scientist, Ashland Nutrition Specialties. "Cellulose gum is used to build back the desired mouthfeel and improve the overall sensory performance of reduced-sugar formulations while maintaining a lower-calorie profile."

Another area of focus is Ashland's stabilization technologies and how they are used to overcome formulation challenges around flavor stability and protecting product integrity. Ashland's [Polyclar™](#) stabilizers, a leading brand in polyphenol stabilization, are widely used to prevent colloidal haze formation and extend the shelf life of beer, wine, ready-to-drink teas, juices and concentrates. In addition, Ashland's [Blanose™](#) and [Aqualon™](#) cellulose gums increase shelf life through protein stabilization in acidified dairy drinks. To learn more about our latest developments, growing capabilities or to get to know our scientists, visit the [Ashland Innovation Channel](#) on YouTube at [www.youtube.com/ashlandinnovation](http://www.youtube.com/ashlandinnovation)

### 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 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.

### About Ashland

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](http://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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