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Ashland and Ingredion to present joint seminar spotlighting innovative solutions for beverage producers at BevTech '14

WILMINGTON, Del. - In an increasingly dynamic marketplace, beverage producers are facing multiple challenges developing more complex formulations while balancing the ever-changing needs of consumers. 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.

Jointly addressed by Ashland and Ingredion Incorporated scientists at this year's International Society of Beverage Technologists (ISBT) meeting is a solution for adding back texture in low-sugar beverages. Low- and no-sugar beverages are becoming increasingly popular due to the growing focus on obesity, driving formulators to look for alternative sweeteners. But none of today's options restore the mouthfeel lost by removing the sugar solids.

To learn more, attend ISBT's annual meeting, [BevTech '14](#), on Monday, April 28 in San Antonio, TX at 4:10 p.m. when [Julie Masker](#), nutrition scientist, [Ashland Nutrition Specialties](#), and Adams Berzins, Ingredion project lead, will present "Texture Solutions for Reduced-Sugar Beverages." The presentation will discuss the technology to achieve a greater balance between sweetness and mouthfeel.

"Replacing sugar in beverages with alternative sweeteners decreases sweetness as well as mouthfeel, the core sensory attribute associated with a quality product," said Julie Masker. "We have developed a solution for using cellulose gum to restore the desired mouthfeel and improve the overall sensory performance of reduced-sugar formulations while maintaining a lower-calorie profile."

"We have evaluated hydrocolloids and starch-based texturizers for differences in sensory properties, clarity and cost," Berzins explained. "In addition, our scientists have worked together to demonstrate how hydrocolloids aid in building mouthfeel in reduced-sugar beverages that have been sweetened with stevia, as well as other high-potency sweeteners."

For more information about Ashland's growing capabilities, visit us on [ashland.com](#) or to get to know our food and beverage experts better, visit the [Ashland Innovation Channel](#) on YouTube.

About Ashland Specialty Ingredients

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™, Klucel™ and AeroWhip™ modified cellulose; Polyclar™ stabilizers and Supercol™ guar gum.

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](#) to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Valvoline.

About Ingredion Incorporated

Ingredion Incorporated (NYSE: INGR) is a leading global ingredients solutions provider specializing in nature-based sweeteners, starches and nutrition ingredients. With customers in more than 40 countries, Ingredion serves approximately 60 diverse sectors in food, beverage, brewing, pharmaceuticals and other industries. For more information, visit [ingredion.com](#).

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