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Ashland challenges food formulators to "taste the difference" at Food Ingredients Europe 2013

Company to highlight products designed to reduce oil uptake in popular fried foods

SCHAFFHAUSEN, Switzerland - "Would you like fries with that?" is no longer a simple yes-or-no proposition for those watching fat and calorie intake when eating fried foods. Instead, consumers are asking how such foods have been prepared, and they can taste the difference. Even though dieters tend to go light on fried foods, the amount of oil and calories in such foods makes a substantial difference for any diner. The fact is taste depends on preparation.

Consumers are aware of what they eat and are interested in reduced calorie options. But taste is critical: if it doesn't taste good, the consumer will simply not eat it. This challenge resonates with current research: reduce the oil and calories while ensuring the fried food still tastes good.

At the Food Ingredients Europe 2013 exhibition to be held Nov. 19-21 in Frankfurt, Germany, [Ashland Specialty Ingredients](#), a commercial unit of Ashland Inc. (NYSE: ASH), will be presenting "New Products for Reducing Fat in Fried Foods." The session will be held in hall 9 at 1:30 p.m. on Tuesday, Nov. 19. During this presentation, [Jenna Derhammer](#), nutrition scientist, Ashland Specialty Ingredients, will discuss the science behind achieving reduced oil uptake by up to 50 percent while improving end-product quality.

"In an increasingly dynamic marketplace, food and 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," explains Derhammer.

Ashland Specialty Ingredients is uniquely positioned to provide a broad range of solutions specifically designed for a variety of food and beverage applications including meat, dairy, baked goods and beverages. Experts will be available on stand 91G21 to share their latest solutions that provide an array of functional properties including thickening and rheology control, stabilization, water binding foam promotion, thermal gelation, structure enhancement and improved mouthfeel.

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: AquaceI™, Aqualon™, Aquasorb™, Blanose™ and Bondwell™ cellulose gum (CMC); BeneceI™ MC and HPMC, Klucel™ and AeroWhip™ Polyclar™ stabilizers and Supercol™ guar gum.

To learn more about our latest developments, growing capabilities or to get to know our scientists, please visit the [Ashland Innovation Channel](#) on YouTube at 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 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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