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## **Polyclar™ stabilizers linked to craft breweries' expansion to bottles**

### **Ashland's Polyclar Brewbrite becoming a "can't-live-without-it" stabilizer**

WILMINGTON, Del. - When tracking the trends of today's craft beers across North America, it's a certainty among craft brewers that growth depends on three things: clear beer, strong shelf life and fool-proof results. Knowing this to be the case, the brewmasters at Ashland developed Polyclar™ Brewbrite stabilizer for those craft breweries ready to bottle their beers for distribution beyond local venues and are linking its use to the success being enjoyed by those who are already expanding into bottling.

"Polyclar Brewbrite wort clarifier and beer stabilizer increases the colloidal stability of beverages to reduce haze and produce clear, more stable beer with a single addition to the kettle," explains [Mustafa Rehmanji](#), global research and development and technical manager for beverages, Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH). "Our team works directly with customers to assist them in using our specialized technology. The combination of high-quality products and solid technical service is what builds partnerships and long-term relationships with our customers and distinguishes Ashland as a preferred supplier to the brewing industry. Further, we are now devoting increased research and development resources to focus on customer solutions beyond haze."

Rehmanji, a widely respected brewmaster, and other experts from Ashland will be on hand at The Brewers Association's Craft Brewers Conference (CBC) and BrewExpo America\* in Denver, Colo., April 8-11, in booth 1931 to share their beer stabilization knowledge with visitors. CBC is the only industry event that serves both brewpubs and packaging breweries. For professional brewers, CBC is the number one environment in North America for concentrated, affordable brewing education and idea sharing to improve brewery quality and performance.

The Ashland food and beverage team also provides customized training in stabilization technology. Viewed as a leader in beverage stabilization technology for quality and technical knowledge, Ashland products are supported by a global network of research and application scientists and technically trained salespeople.

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: Aquacef™, Aqualon™, Aquasorb™, Blanose™ and Bondwell™ cellulose gum; Benecel™, Klucel™ and AeroWhip™ modified cellulose, S guar gum and [Polyclar™ stabilizers](#)

#### **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 seeds, cellulose derivatives and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

#### **About Ashland Inc.**

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

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