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Health. Wellness. Convenience. Ashland grows its food and beverage team in response to industry trends

Nutrition team's scientists develop new product applications

WILMINGTON, Del. - Emerging food and beverage trends include multi-functionality, healthier versions of already-popular products and more convenience than ever before. In 2012 alone, the food and beverage industry experienced an unprecedented rise in healthier editions of existing foods and increased messaging claims around reduced fat, sugar and salt.

Recognizing that these trends are driving the industry, the scientists at Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), are committed to developing new ingredient solutions that satisfy the needs of an ever changing market. More specifically, Ashland food experts are more focused than ever on developing innovative formulations for reducing fat and sugar while delivering fully indulgent texture and taste.

To bolster this effort, Ashland is expanding its capabilities in a number of ways. First, the newest food applications laboratory opened in Düsseldorf, Germany in December 2012. Equipped with a vast selection of analytical and process-testing equipment, Ashland scientists can effectively evaluate formulation challenges and select the best chemistries to address customers' needs.

Further strengthening resources in food laboratories around the world, the global food and beverage team has added nine new scientists and application specialists, each contributing to a wealth of expertise in hydrocolloid science. From backgrounds in flavors, baked goods, beverages and confections, Ashland is excited to build upon the experience of some of the brightest and most knowledgeable problem-solvers in the industry. "Hydrocolloids play a key role in developing healthier foods with better taste," said Julie Masker, scientist, Ashland Nutrition Specialties. "My job is to determine how our multifunctional cellulose can be specifically tailored to best suit a broad range of applications while delivering the benefits for which customers are looking. Currently, my focus is enhancing the mouthfeel of low- and no-sugar juices to that of a full-calorie beverage".

To learn 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. Representatives will also be on hand at the Institute of Food Technologists (IFT) Annual Meeting and Show in Chicago July 13-16 to share their expertise and product offerings.

The IFT Food Expo is the industry's largest collection of ingredients, equipment, processing and packaging suppliers. Experts from Ashland Specialty Ingredients will be at booth 118 and will provide additional product and application information and answers to questions.

Ashland is a world leader in cellulosic food ingredients, with our products meeting formulation customers' health, convenience, quality and processing requirements in major food applications. Ashland creates value through applications knowledge, market insight and a powerful product portfolio that includes: [Aquacel](#)™, [Aguasorb](#)™, [Aqualon](#)™, [Blanose](#)™ and [Bondwell](#)™ cellulose gum (CMC); [Benecel](#)™ MC and HPMC, [Klucel](#)™ and [AeroWhip](#)™ HPC, [Supercol](#)™ 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 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.

FOR FURTHER INFORMATION:

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