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## Ashland Specialty Ingredients is focused on health and wellness at Europe food expo

WILMINGTON, Del. – Healthier foods that deliver on a wellness promise can be difficult for food processors to achieve, but ingredient innovations from [Ashland Specialty Ingredients](#), a commercial unit of Ashland Inc. (NYSE: ASH), are bringing those capabilities to manufacturers. These innovations will be showcased, Nov. 29 – Dec. 1, at the [Food Ingredients Europe and Natural Ingredients exhibition](#) in Paris Nord Villepinte, France.

“At this year’s Fi Europe and Ni expo, we are featuring our [Benecel™](#) methylcellulose (MC) and hydroxypropylmethylcellulose (HPMC) products. We are showcasing how their unique, thermal-gelation properties reduce oil uptake in popular fried foods, as well as improve the texture and bite of meat alternatives,” said Laurie Kronenberg, new-product leader, Food and Pharmaceutical, Ashland Specialty Ingredients.

Ashland Specialty Ingredients’ food ingredient products deliver a number of sought-after attributes including:

- Reduce oil uptake in fried foods;
- Reduce sugar with enhanced mouthfeel in beverages;
- Reduce milk fat with creamy mouthfeel in whipped toppings;
- Reduce saturated fat in diets with meat substitutes; and
- Provide gluten-free formulations for new-direction carbohydrates.

To learn more about the chemical structures that Ashland scientists have formulated for food ingredients visit booth number 4F40 at the show. Ashland’s featured ingredients deliver a variety of functional capabilities that help food industry scientists create tasty and nutritious food products.

Ashland Specialty Ingredients is a world leader in cellulosic food ingredients. Its products meet food formulation customers’ health, convenience, quality and processing requirements in major food applications. We create value through applications knowledge, market insight and a powerful product portfolio, including: [Blanose™](#) and [Aquasorb™](#) cellulose gum, [Benecel™](#) MC and HPMC, [KluCEL™](#) and [Aerowhip™](#) hydroxypropylcellulose (HPC) and [Supercol™](#) guar gum. To learn more about Ashland food product ingredients, visit [ashland.com/solutions/markets/food-and-beverage](http://ashland.com/solutions/markets/food-and-beverage).

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 (Valvoline).

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