

Introducing ... Sensus America and Frutafit™ inulin products



With chronic obesity, diabetes, gastrointestinal disorders, heart disease and cancer on the rise, growing numbers of consumers are looking to companies like Sensus America for food ingredients with clear health benefits.

Corporate History:

Formerly known as Imperial Sensus, Sensus America began as a joint venture in 1995 between the Dutch-based Sensus Operations and Imperial Sugar, a Texas based company with a well known national network within the food manufacturing market. In the summer of 2002, Sensus acquired Imperial Sugar's portion of the business, renaming the North America-based arm of the company Sensus America. Sensus' headquarters and production facilities are located in Roosendaal, the Netherlands, with marketing and sales offices and application labs for Sensus America based in New Jersey. Sensus is a subsidiary of Royal Cosun, a \$1.7 billion global corporation.

Products:

Inulin is an easy-to-work with, highly soluble natural ingredient with applications in foods ranging from beverages, baked goods, frozen desserts, meats and dairy products. Sensus America markets:

- Frutafit™ inulin: a naturally occurring carbohydrate extracted from the chicory root and processed into a pure powder form
- Frutalose™ inulin/fructo oligosaccharides (FOS)
- Frutafit™ CLR: a form of inulin ideal for clear beverages and water-based products
- Frutafit™ IQ: the instantized version of powdered inulin
- Frutalose™ L85: inulin in syrup form
- Frutafit™ TEX: longchain, sugarfree inulin with excellent texturizing properties

Marketing System:

Sensus America markets the European-made products direct to the food-industry and through selected business partners, providing seamless support to food producers in North America.

Distinctives

- Our production facility in The Netherlands is the largest state-of-the-art facility dedicated to inulin production in the world.
- We provide customized technical support to food industry leaders and maintain a strong culture of customer service by offering solutions relating to application development, research, consumer product legislation, physiology, co-marketing and consumer trends.

Health Benefits:

- Soluble, dietary fiber
- Prebiotic (promoting "good guy" bacteria) benefits
- Diabetic-friendly
- Low glycemic index
- Increased mineral (Ca, Mg) absorption
- Weight management

Technological Benefits:

- Low calorie (1.5 kcal/gram) bulking agent
- Texturizer
- Flavor masking/enhancer properties
- Fat replacer
- Good solubility



Legal Status:

Frutafit™ inulin is GRAS (Generally Recognized As Safe) in the US, and is the only brand of inulin to have gone through the rigors of the US FDA review process, resulting in no objection from the USDA for its safe use in meat products. Frutafit inulin is also GMO-free.

Key personnel:

Erik Koudstaal, General Manager

Pam Galvin, VP Sales and Technical Marketing

Bryan Tungland, VP Scientific and Regulatory Affairs

Tim Riddle, Business Development Western Region

From chicory to inulin

Inulin is a carbohydrate present in thousands of plants that have been in the human diet for over 3,000 years. Inulin became available on an industrial scale in the early 1980s, when companies such as Sensus began extracting inulin from chicory roots for use as a healthy and versatile food ingredient.

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