



Making inulin work for you

Subject : Press release
Sugar out, fiber in

Date : July 2010

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Chicago, 19 July, 2010 - Sensus America Inc. has successfully launched its new chicory root fiber ingredient, Frutalose SF75 at the IFT Food Expo in Chicago 17-20 July 2010. This exciting, new ingredient is specifically geared toward helping food manufacturers reduce the amount of added sugar in their products. Frutalose SF75 delivers approximately 65% the sweetness of sucrose while contributing only half the calories and one quarter of the sugar.

Dr. Connie Lin, Applications manager of Sensus America, gave a presentation during the New Products & Technologies portion of the 2010 Scientific Program. She presented “Sweet chicory fiber (Frutalose® SF75) as an alternative sweetener to reduce sugar/ calorie and increase fiber levels for school nutrition meals” on July 18th at the IFT 2010. Rising obesity rates among children and adolescents in US have prompted public health regulators to establish new nutrition standards for school meals. Frutalose® SF75 can provide both sweetness and fiber to help reformulate healthy school meals with significantly reduced sugar/calorie, and enriched fiber. Sensus America has especially developed product concepts in flavored milks and sweet baked goods to promote Frutalose® SF75 in school meals and general food applications.

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The Sensus Team will support you with information. For more information please visit our website www.sensus.us
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