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**Sensus, LLC Invites IFT10 Attendees to “Smell the Difference” at  
Unique Aroma Center in Booth #4636**

CINCINNATI (July 17, 2010) – There won’t be any creeping cucumber vines or low-growing basil plants in the back of the Sensus Booth at the 2010 IFT Food Expo. But it will certainly smell like there are thanks to a unique aroma center designed to spotlight Sensus’ leading edge technology in extracting the freshest, highest quality aroma fractions of horticultural products.

The exhibit, designed like a fine perfume counter at a high-end department store, will include ten “mistifiers” containing various aroma volatiles of tea, coffee, vegetables, culinary herbs and botanicals. The unique design will allow product developers to experience and effectively evaluate the true-to-nature compounds that Sensus is able to produce.

The Sensus technical and research team will also be on hand to discuss the raw material sourcing and processing systems which the company has in place to ensure the characteristics of every product are as close as possible to “as nature intended.”

“Our experience is that field-fresh aromas start with field-fresh raw materials, which is why we’re vertically integrated with our upstream product suppliers,” says Dr. Daniel J. Wampler, President of Sensus, LLC. “Our scientists are experts in the biochemistry of horticultural products, and we understand the importance of using state-of-the-art processing techniques such as Spinning Cone Column technology to distill and capture the key aroma volatiles associated with each horticultural product. We think the results of our one-of-a-kind approach speak for themselves.”

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**About Sensus, LLC**

Sensus, LLC produces the world's freshest natural essences and concentrates used in the food and beverage industries. Sensus achieves this level of quality by: 1) working directly with growers and choosing only the best raw materials; 2) leveraging state-of-the-art manufacturing technology; and 3) following a unique flavor processing approach that maximizes flavor recovery and eliminates any off-note formation. Sensus offers complete flavor product lines for coffee, tea, herbs, vegetables and botanicals.

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