



Kudos Blends Company Profile

Our vision is to partner with the global bakery market in the development of healthier, innovative leavening agents.

the **chemistry** behind baking

KUDOS 
BLENDS

About Us

Our Story

Female entrepreneur and founder of Kudos Blends, Dinnie Jordan, had the vision back in 1999 to break the rules of traditional leavening agent systems and with her drive and ambition develop products that were technically driven; listening to the needs of our customers to help them keep ahead of industry trends.

Our Products

Our extensive range can improve the taste, texture, colour, shape and shelf life of chemically leavened goods. In addition, we offer products which can improve the nutritional profile of baked goods by removing sodium, aluminium or phosphate whilst increasing a much needed mineral, potassium. We have patented and patent pending products; testament to the creativity and originality within our team.

Unrivalled Technical Support

All of our products are backed by our unrivalled in-house technical support. From ingredient rationalisation and recipe reformulation, to process alteration and improvement, our team of chemists and bakery experts are on hand to assist you from our purpose built laboratory and test bakery.

Global Supply

Manufactured and supplied from our site in Shropshire, England our vision is to partner with the global bakery market for the development of healthier, innovative leavening agents. With our network of trusted distribution partners worldwide, we are well placed to help our customers produce healthier baked products for the benefit and well-being of consumers.

Our Culture

We're passionate and high energy. We love to help. Whether that's our customers or each other, we have one aim; to work closely together and help each other, whoever that might be.

Our Accreditations

Our site is Grade AA accredited against a Global Food Safety Initiative (GFSI); the BRC standard. In addition our products are Halal and Kosher approved.



The Queens Award

In 2016, Kudos Blends was awarded The Queen's Award for Enterprise: International Trade, in recognition of achieving outstanding and consistent growth in overseas sales with our innovative baking powders and leavening agents.

Our responsive supply chain team, trusted hauliers, freight forwarders and distribution partners ensure that all of our clients in the global baking industry get exceptional customer service and support, wherever they are based around the world.

Investors in People

We value our employees and believe in providing opportunities and growth for each and every one of them and in building a solid company culture.



INVESTORS
IN PEOPLE

We are delighted to have achieved our Investors in People accreditation for a second year running.

Sustainability

We take sustainability seriously. We support and follow guidelines from the Round Table on Sustainable Palm Oil (RSPO) and are working on a number of other sustainability initiatives.



Our Brands

By working closely with our customers, our team of chemists and bakers have developed solutions that meet the demands faced by the bakery industry. We have challenged traditional thinking, and that has allowed us to help customers with the most difficult of problems; from increasing shelf life or reducing waste, to removing sodium, aluminium and phosphate.

PELL™

Specialised blends to optimise end product quality and improve shelf life, including gluten free, encapsulated and organic compliant baking powders.

PELL™K

An extensive range of low sodium baking powders, including gluten-free options, that can improve the nutritional profile of baked goods whilst optimising end product quality.

KODA™

Developed specifically for the bakery industry, KODA™ Potassium Bicarbonate is the perfect alternative to sodium bicarbonate, available in three patented grades.

OPUS™

A range of acidulant blends, which include zero aluminium options for use with either sodium or potassium bicarbonate.

ZEUS™

A revolutionary range of patent-pending leavening agents, which utilise novel ingredients to provide solutions to the needs of modern bakers, such as phosphate free baking.

NEOS™

An aluminium free ideal replacement for sodium aluminium phosphate (SALP), that delivers the same end product quality associated with SALP.

Many of our products have either patent pending status or have been granted patents. For more information, please refer to our IP rights section of our website. <https://www.kudosblends.com/ip-rights/>



Centre of Technical Excellence

Our UK technical centre brings chemists and bakers together in a unique way to fully understand bakery ingredients and their functionality. By considering the whole bakery process and the relationship between different ingredients, we continually develop highly functional leavening agents that deliver so much more than just making products rise.



Our Manufacturing Facility

We take great pride in our AA grade UK manufacturing site, certified by the British Retail Consortium (BRC) standard of food safety. With visibility, traceability and process control from raw material sourcing through to delivery to our customers, we guarantee the highest quality products.

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