



Company Profile

The world's leading manufacturer of technically driven baking powders and leavening agents.

the **chemistry** behind baking

KUDOS 
BLENDS

About Us

Our Story

Kudos Blends was founded in 1999 by female entrepreneur, Dinnie Jordan. She combined her love of chemistry and baking to unleash the potential of chemical leavening agents, proving they can do so much more than simply make a cake rise.

Today, we have a passionate team of chemists and bakers who develop effective solutions to help our customers make improvements to health and nutrition as well as overcome formulation and process challenges.

We create revolutionary solutions for the baking industry's biggest challenges by unlocking the chemistry behind baking.

Our Values

Our company values of **honesty, enthusiasm, creativity, communication** and **consideration** are the fundamental principles at the heart of everything we do at Kudos Blends. These values support the company's vision and shape its culture, serving as the foundation of our behaviour and identity.

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 while increasing a much needed mineral, potassium. We have patented and patent pending products; a testament to the creativity and originality within our team.

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 innovative and healthier 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.

Halal and Kosher Certifications

Setting the highest standards is of the utmost importance at Kudos Blends. We ensure that all our products adhere to Halal and Kosher food standards, and are suitable for use by our customers who follow these practices.



Our Manufacturing Facilities

All Kudos Blends products are manufactured on-site in the UK, giving us full control over the composition and production of our leavening agents. Our commitment to food safety, traceability, quality control and product authenticity is affirmed by our BRCGS AA grade certification, highlighting the exceptional production standards that we adhere to.



Gluten-Free Manufacturing

We operate two state-of-the-art production facilities on site, one of which is dedicated to allergen-free milling and blending. This ensures our free-from customers have complete confidence in using our leavening agents, minimising risk for manufacturers and consumers.

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 baking powders to optimise end-product quality through controlled and consistent aeration. Encapsulated, organic-compliant and gluten-free options are available.

PELL™K

An extensive range of low-sodium baking powders that improve the nutritional profile of baked goods while optimising end-product quality.

ZEUS™

A revolutionary range of baking powders that provides solutions to the needs of modern bakers, such as phosphate-free baking, cocoa reduction and shelf life enhancement.

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 aluminium-free acidulant blends, including sodium aluminium phosphate (SALP) alternatives, for use with either sodium or potassium bicarbonate.

NEOS™

Our unique SALP replacement solution, providing the key benefits and performance of SALP without the associated health risks.

For information on our patents and patent-pending products, please see <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.



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.

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