



 **ZEUS**[™]

Baking Powders

Our revolutionary new baking powder range not only provides consistent baked product volume but offers bakers a multitude of exciting functional benefits, all in one ingredient.

the **chemistry** behind baking

KUDOS 
BLENDS



Baking Powders

Simply put, **ZEUS™** is a game-changer.

Through groundbreaking research, our team of chemists and bakers have developed a novel range of pioneering baking powders capable of solving some of the greatest challenges faced by the industry.

On top of providing consistent and reliable aeration, our range of patented **ZEUS™** baking powders allows manufacturers to improve shelf-life, remove phosphate and aluminium, as well as reduce sodium.

Phosphate-Free Systems

ZEUS™ technology enables the successful use of organic acidulants in commercial bakery applications, producing excellent volume and consistent quality baked goods, all without phosphates.

Some products from our **ZEUS™** range contain no acidulant at all, offering highly stable leavening agents that also provide functional benefits to products, such as enhancing the colour of chocolate cakes.

Phosphate-Based Systems

For those bakers who prefer to use phosphates but also want to incorporate the benefits of **ZEUS™**, we have developed blends that honour the core principles of sodium acid pyrophosphate (SAPP) based leavening agents while embracing the novel advantages of **ZEUS™** technology. Extending shelf-life, increasing yields and improving robustness can all be achieved with a slight change to an ingredient listing.

Here are the most popular products from our range:

ZEUS™	G90	C120	A20	Diamond
Phosphate-free	✓	✓		
Contains phosphate			✓	✓
Shelf-life extension	✓		✓	✓
Inclusion stability	✓	✓	✓	
Natural colour enhancement	✓		✓	✓
Chocolate colour enhancement		✓		



Key Product Range Features

- Utilises novel chemistry to liberate carbon dioxide gas during the bake profile.
- Totally heat-activated options for maximum consistency.
- Total water in the recipe can be increased, reducing ingredient costs and improving yield.
- Helps hydration of the ingredients for an improved texture.
- Produces a tender yet robust crumb, reducing waste from post-bake handling damages.

Applications

ZEUS™ is suitable for a wide range of applications:

- Cakes
- Doughnuts
- Chilled and frozen products
- Muffins
- Pancakes, waffles and crumpets
- Tortilla
- Cookies
- Gluten-free products

Our team of highly-skilled bakers are always on hand to support our customers in finding the right solutions for their bakery projects.

If you would like to learn more about our range of **ZEUS™** baking powders, contact us at info@kudosblends.com or +44 (0)1299 271 333.

Kudos Blends Limited, Old Station Business Park, Cleobury Mortimer, Kidderminster, DY14 8SY, UK.

+44 (0)1299 271 333 www.kudosblends.com

For details of IP rights, including patents, see our website <https://kudosblends.com/ip-rights/>.



the **chemistry** behind baking

