

Cut Down on Sodium in Crumpets Using PELL™ Krumpet Case Study

Summary

One of the UK's leading crumpet manufacturers sought help from Kudos Blends to reduce sodium in their finished goods. By making a simple switch to **PELL™ Krumpet** it was possible to drastically reduce sodium levels and maintain the same quality finished good without any recipe reformulation.

Background

In the UK, crumpets are a beloved breakfast staple, loved for their spongy texture and ability to hold melted butter. These treats have longstanding popularity, with over 300 million crumpets consumed across the country every year.

Public Health England has set salt reduction targets for 2024, prompting the bakery industry to adapt to new regulations and consumer health preferences. This initiative aims to further decrease salt content in various baked goods, including crumpets, to promote healthier eating habits.

Challenge

Salt (sodium chloride) in crumpets has a tremendous impact on many end-product traits, as well as influence over industrial processing properties. Taste is the primary functional purpose behind the salt addition; yeast and flour otherwise become the predominant flavours and the product becomes unpalatable.

It also serves to assist and strengthen gluten formation, which is essential for the unique tunnelled texture of the crumpets themselves. Salt also acts to slow yeast fermentation, which aids with process tolerance. As such, it is necessary to tackle sodium reduction through other sodium sources in order to avoid undesirable end-products.

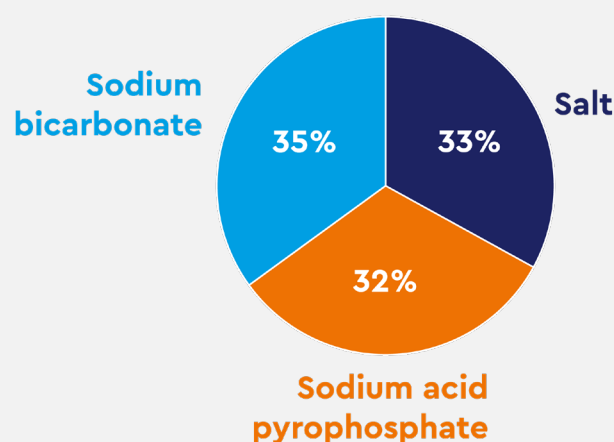
What PELL™ Krumpet Can Do For You

- Reduce sodium in crumpets by up to 34% without compromising end-product texture and shape.
- Give the same rise and signature tunnelled aesthetic that consumers expect.
- Retain taste by removing sodium from the baking powder instead of removing recipe salt.

Our patented sodium reducing **PELL™ K** and **KODA™** technology is also available for applications such as cakes, cookies, crackers, tortillas, muffins, pancakes, doughnuts, premixes and many more.

To find out more about how to improve the nutritional profile of your baked goods, contact our experts.

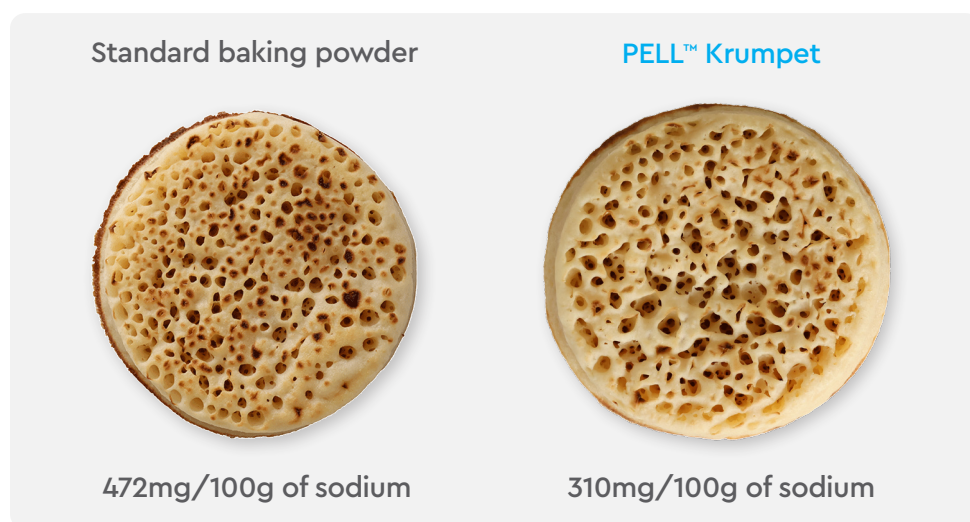
Hidden Sources of Sodium in Crumpets



Cut Down on Sodium in Crumpets Using PELL™ Krumpet

Solution

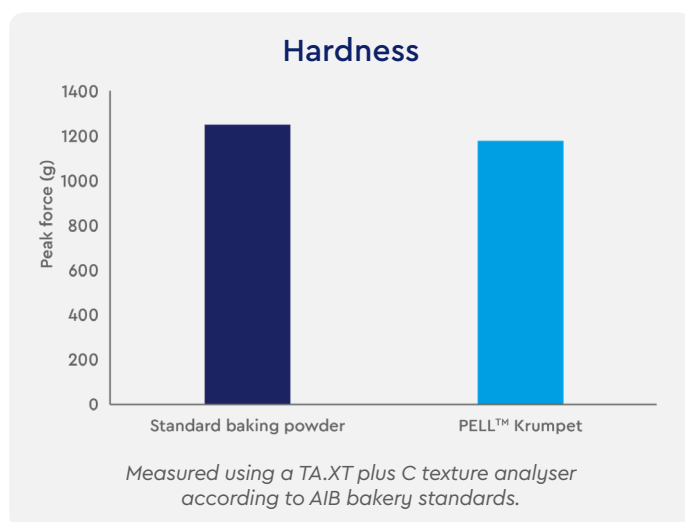
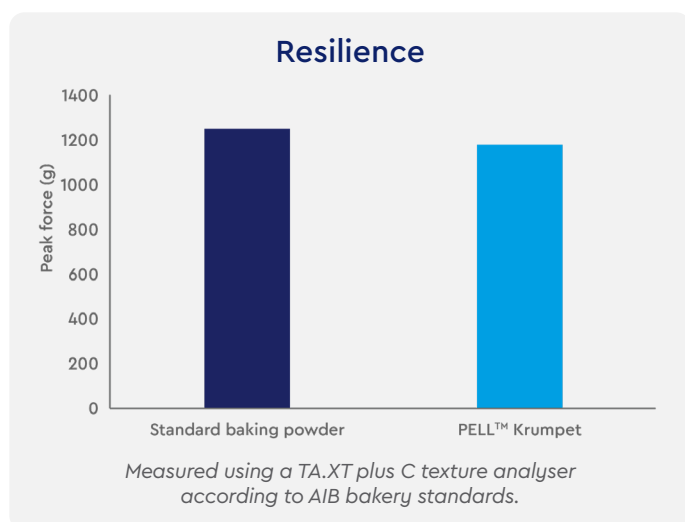
As a component of PELL™ Krumpet, our patented KODA™ potassium bicarbonate technology provides consistently impressive end-product results, with the physical characteristics, flavour and handleability that customers expect; all with a significant sodium reduction.



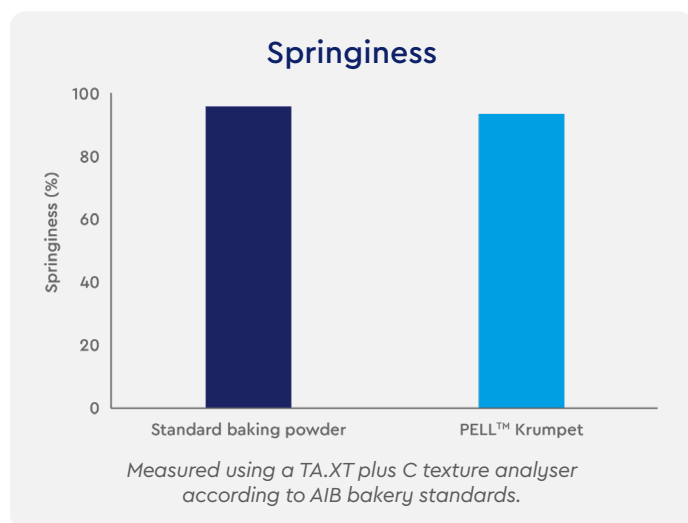
Hardness, resilience and springiness were all statistically identical. As seen in the figures and images above, KODA™ can provide delicious, aesthetically consistent crumpets every time.

KODA™ is available as a standalone product and as a part of our range of PELL™ K low-sodium baking powders, making them perfect for industrial bakeries.

For leavening that requires more specialised characteristics, we offer products with a range of particle sizes specifically designed to suit all applications.



Cut Down on Sodium in Crumpets Using PELL™ Krumpet



Get in Touch

Our expertise has been developed through years of bakery industry experience combined with in-depth scientific knowledge of leavening agent chemistry.

Contact us at: info@kudosblends.com
or **+44 (0)1299 271 333**.