

BAKING FOR HEALTH CONSCIOUS CONSUMERS WITH KODA™ *Potassium Bicarbonate*



TRANSFORMING BAKERY: ARM & HAMMER™ Introduces KODA™ Potassium Bicarbonate for Healthy, Low-Sodium Baked Goods Without Sacrificing Flavor

Health-conscious shoppers are reaching for lower-sodium food options in an effort to reverse the U.S. trend of sodium over consumption:

According to the FDA,
Americans are
consuming about

3,400mg
of sodium
each day.

This is nearly

50% MORE than the federally-
recommended
2,300 mg per day.

Governments worldwide have acknowledged the detrimental effects of excessive sodium intake and have taken various measures to address the issue. These initiatives involve collaborating with the food industry to reformulate products, setting sodium content targets for foods, educating consumers, implementing front-of-pack labeling schemes, imposing taxes on high-salt foods, and intervening in public institutions.²

One notable program focuses on reducing sodium levels in school lunches, recognizing the significance of intervening in the diets of young individuals. By the 2027 school year, U.S. schools are required to further decrease sodium content by 10% during breakfast and 15% during lunch.³

It is worth noting that consumers are already building awareness about sodium intake:

1/3 of Americans consider a
food **HEALTHY** if it has
a "**LOW SODIUM**" CLAIM

46% of consumers try to
LIMIT OR AVOID
SODIUM
in their daily diets.



At the same time, sodium is a prevalent ingredient used in many baked goods consumers crave.

So, what's a baker to do?

1. Sodium Reduction. U.S. Food and Drug Administration. Accessed June 12, 2024. <https://www.fda.gov/food/food-labeling-nutrition/sodium-reduction>; Note: 2,300 mg is the limit recommended by federal guidelines for people 14 years and older. Recommended limits for children 13 and younger are even lower; 2. Salt Reduction Initiatives Around the World – A Systematic Review of Progress Towards the Global Climate. Accessed June 18, 2024. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4511674/>; 3. Updates to the School Nutrition Standards: Sodium. U.S. Food and Nutrition Service, as part of U.S. Department of Agriculture. Accessed June 12, 2024. [https://www.fns.usda.gov/cn/school-nutrition-standards-updates/sodium#:~:text=Updated%20sodium%20requirements%20for%20school,2%20limits%2C%20issued%20in%202012](https://www.fns.usda.gov/cn/school-nutrition-standards-updates/sodium#:~:text=Updated%20sodium%20requirements%20for%20school,2%20limits%2C%20issued%20in%202012;); 4. 2023 Food and Health Survey. International Food Information Council. May 2023. Accessed June 12, 2024. <https://foodinsight.org/2023-food-and-health-survey/>;

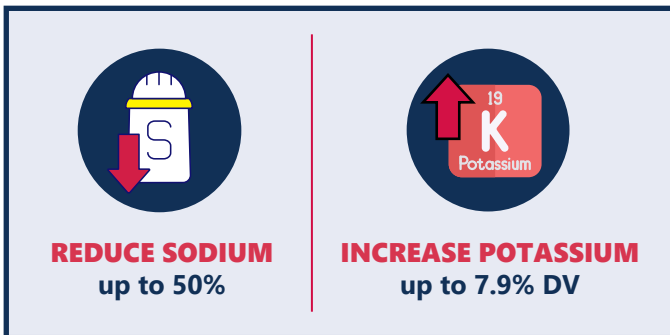




Level Up Nutritional Value & Maintain Quality and Taste

KODA™ gives food manufacturers a healthier alternative to the traditionally used sodium bicarbonate.

A revolutionary step in baking, KODA™ can reduce the sodium content in baked goods by up to 50%, while maintaining great taste and enhancing nutritional value further by increasing potassium content to up to 7.9% DV.

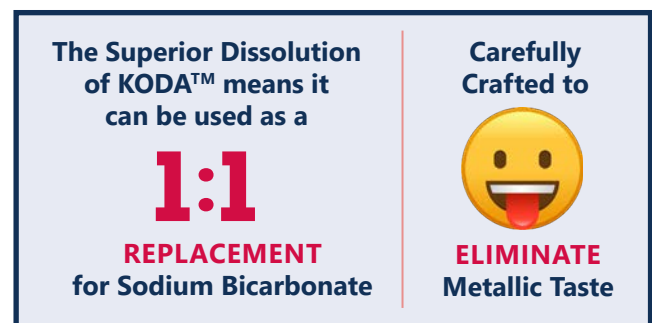


Potassium is an essential nutrient present in all body tissues and is required for normal cell function. Low intake can have wide-ranging impacts on the body. Yet, dietary surveys consistently show that Americans consume less potassium than recommended. In fact, the 2015-2020 Dietary Guidelines for Americans identify potassium as a nutrient of public health concern.¹

Swapping to KODA™ can enhance essential nutrition levels – reducing sodium and increasing potassium – to better align with the demands of health-conscious consumers.

The appearance and taste profile of baked goods are everything. And, with KODA™, you don't have to sacrifice quality or taste for the sake of better nutrition. You can have it all.

KODA™ uses an ideal particle size for exceptional dissolution in dough or batter. The result? Optimal gas release to achieve the desired volume and texture of baked goods. Superior dissolution also means KODA™ can often be used as a 1:1 replacement for sodium bicarbonate, rather than the 1.2:1 replacement called for on paper. Replace 100% of sodium bicarbonate without affecting texture or quality.



KODA™ is carefully crafted to eliminate the metallic taste commonly associated with potassium-based ingredients. It's also designed to ensure efficient leavening, ease of handling and maximum stability for perfectly leavened products with a desirable taste profile.



1. Fact Sheet for Health Professionals: Potassium. National Institutes of Health, as part of U.S. Department of Health & Human Services. Accessed June 12, 2024. <https://ods.od.nih.gov/factsheets/Potassium-HealthProfessional/#h13>

RISE TO THE OCCASION

Designed specifically to prevent spotting and deliver a uniform pH while maintaining volume, KODA™ is specifically crafted to:

- ✓ Contribute to sodium reduction of up to 50% in baked goods.
- ✓ Achieve full reactivity for maximum volume and clean flavor.
- ✓ Maintain excellent stability (up to 3 years) in premixes and bakery blends.
- ✓ Work alongside highly functional acidulants.
- ✓ Prevent powder compaction and handling issues caused by long-term storage.
- ✓ Deliver up to 7.9% DV of the essential mineral, potassium, in every serving.

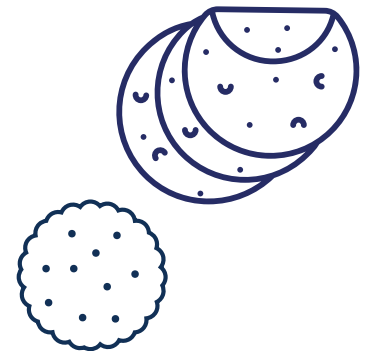
FIND YOUR FORMULA



KODA™ 50

ELEVATE YOUR DOUGH PRODUCTS

KODA™ 50 is the ultimate solution for *low-moisture dough products such as biscuits, cookies and tortillas*. With its superior solubility that prevents bicarbonate “spotting”, KODA 50 also enhances the overall quality and consistency of baked goods and takes them to the next level.



KODA™ 100

PERFECT FOR FLUFFY BATTERS

KODA™ 100 is the ideal choice for *batter products like cakes*. Its specialized particle size guarantees excellent dissolution properties, creating delightful, fluffy end-products with every bake; all without compromising taste.



SPECS

20510789 AH KODA 50 50LB BAG

20510814 AH KODA 100 50LB BAG

Weight Per Bag	50 LB
Bags Per Layer	7
Bags Per Pallet	42



REQUEST A SAMPLE



Ready to **UNLOCK THE POTENTIAL OF KODA™ potassium bicarbonate** in your bakery formulations?

Visit our website to request a sample or contact a member of our team to hear more about our versatile solutions:

ahperformance.com | spdahperformance@churchdwight.com