



Natural Red colors



## Natural red colors for Food and Beverages

Natural red food colors have been highly sought-after by the food and beverage sector in recent years. The desire for more natural appeal and regulatory changes are all factors that contribute to the demand for natural red colors.

[Natural colors](#) come from foods such as fruits, vegetables, and minerals and offer a range of vibrant hues that can be used to enhance the appearance of food and beverages.

There are a number of natural red pigments that can be used in foods and beverages, including:

1. **Betainin:** The color of beets, is water soluble and moderately stable when exposed to light, heat, and oxygen. It is best used in frozen, dried, and perishable foods like ice cream and yogurt.  
Colors: Red/Pink.



2. **Anthocyanins:** Anthocyanins are water-soluble pigments that give many flowers, fruits and vegetables their appealing red, purple and blue colors. They respond quickly to pH changes, turning reddest at low pH and turning more blue as the pH increases. Used in beverages, jams, fruit preparations and sugar confections. Anthocyanins can be found naturally occurring in blackberries, elderberries, red cabbage, black carrots, black grapes, blackcurrants, cherries and strawberries.  
Colors: Red, Pink, Purple and Blue.

3. **Carmine:** The female cochineal insect is the source of carminic acid and treated to produce a pigment known as "carmine." Carmine contains carminic acid. It has the benefit of remaining stable in the presence of heat, light and oxygen. Used mainly in alcoholic beverages but also in yogurts, juices, ice creams, and confectionary.  
Color: Red.





4. Carotenoids: They are found in red, orange, and yellow fruits, vegetables and plants. There are over 400 different types of carotenoids. One billion tons of carotenoids are produced by nature each year. The majority are heat stable, oil soluble, and pH-insensitive. Margarine, dairy products, and soft drinks are among the products that use carotenoids. The following items are found naturally: annatto, carrots, oranges, red peppers, saffron, tomatoes and palm fruit.  
Colors: Red, yellow and orange.

Natural red food coloring is, overall, growing in popularity as consumers may perceive natural colors as being more healthy.

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