

# True Colors

As the demand for natural food dyes increases, more and more alternatives are being introduced. Below are just a few of the common natural dyes used in food:



Source	Color	Made From	Used In
<b>Annatto</b>	reddish-orange	the seed of the annatto tree	cheese, butter, boxed rice dinners
<b>Betanin</b>	red	beets	tomato paste, sauces, jam, ice cream, cereal
<b>Turmeric</b>	orange-yellow	turmeric root	mustard, cheese, butter, salad dressing
<b>Elderberry juice</b>	purple-blue	elderberries	ice cream, yogurt, juice, cereal, granola bars, muffins
<b>Black carrot juice</b>	peach-red	black carrots	yogurt, juice
<b>Saffron</b>	yellow	saffron crocus flowers	boxed rice dinners, baked goods
<b>Red cabbage</b>	blue	red cabbage	icings, cake batters, cookies
<b>Carrot oil</b>	orange	carrots	sauces
<b>Purple sweet potato juice</b>	red to purple	purple sweet potatoes	beverages