



SUMMARY

Pigments are present in all living matter that impart attractive colors and play basic roles in the development of organisms. Human beings, like most animals, come in contact with their surroundings through color, and things can or cannot be acceptable based on their color characteristics. This basic information about natural pigments of plant origin is focusing attention on carotenoids, anthocyanins, and betalains. Special considerations have been given to their salient characteristics; their biosynthesis, taking into account the biochemical and molecular biology information generated in their elucidation; and to the processing and stability properties of these compounds as food colorants