

Title:	An improved process for the preparation of stable red beet pigment concentrate
Abstract:	<p>The present invention particularly relates to a process of treating beet root/beet hairy roots to recover red betacyanin pigments in the form of a liquid concentrate with extended fade resistance and shelf life. The present invention enables to obtain betacyanin in liquid form. The extraction procedure of the present invention enables to maximize the betacyanin recovery in contrast to the prior art. Further the presence of polyols, which are GRAS substances in the final product, was observed to enhance the solubility and thermal stability on storage of betacyanin.</p>