CLAIMS

1. A natural colorant composition for coloring vegetables in a solution comprising an extract derived from turmeric (*Curcuma longa)* comprising curcuminoids and an extract derived from carrot (*Daucus carota)* comprising carotenes, in amounts effective to adsorb to and/or penetrate pickled and/or fermented vegetables having pulp/skin which is white in color to obtain a yellow hue and provide stability of the yellow hue in the vegetables in the solution for at least one month.

2. The natural colorant composition of Claim 1, wherein the curcuminoids are present in an amount of 1-260 ppm and the carotenes are present in an amount of 0.2-50 ppm.

3. A natural colorant composition for coloring vegetables in a solution comprising an extract of turmeric (*Curcuma longa)* comprising curcuminoids and at least one other extract comprising carotenoids selected from the group consisting of gardenia yellow (*Gardenia jasminoides*) extract, a yellow beet (*Beta vulgaris*) extract, a safflower extract, a yellow paprika (*Capsicum annuum*) ripe fruit pod flesh extract comprising zeaxanthin, a marigold *(Tagetes erecta)* extract comprising lutein, a fungal or algal derived β-carotene, and synthetic β-carotene, wherein the extract of turmeric (*Curcuma longa)* and the at least one other extract comprising carotenoids are present in amounts effective to adsorb to and/or penetrate pickled and/or fermented vegetables having pulp/skin which is white in color to obtain a yellow hue and provide stability of the yellow hue in the vegetables in the solution for at least one month.

4. The natural colorant composition of Claim 1, wherein the vegetables are selected from the group consisting of cucumber, cauliflower, white onion, white carrot, cabbage, white beet, and combinations thereof.

5. The natural colorant composition of Claim 1, further comprising clean-label, natural diluents/ emulsifiers.

6. A natural colorant composition for coloring vegetables having pulp/skin which is white in color in a solution comprising, an extract of turmeric (*Curcuma longa)* wherein curcuminoids are present in an amount of 1-260 ppm, and at least one other extract selected from the group consisting of carrot (*Daucus carota)* extract comprising carotenes present in an amount of 0.2-50 ppm, gardenia yellow (*Gardenia jasminoides*) extract in an amount of 1-1000 ppm of $E_{1\%}$ 87, a yellow beet (*Beta vulgaris*) extract in an amount of 10-100,000 ppm of $E_{1\%}$ 0.375, a safflower extract in an amount of 100-1000 ppm of $E_{1\%}$ 27.6 color strength, a yellow paprika (*Capsicum annuum*) ripe fruit pod flesh extract comprising zeaxanthin in an amount of 0.1-50 ppm, a marigold *(Tagetes erecta)* extract comprising lutein in an amount of 0.1-50 ppm, a fungal or algal derived β-carotene in an amount of 0.2-50 ppm, and synthetic β-carotene in an amount of 0.2 ppm - 50 ppm.

7. The natural colorant composition of Claim 3, further comprising clean-label, natural diluents/ emulsifiers.

8. The natural colorant composition of Claim 6, further comprising clean-label, natural diluents/ emulsifiers.