# Name: Eating with Your Eyes: The Chemistry of Food Colorings

* 1. Why is green-colored ketchup not found on supermarket shelves?
	2. Why do people often avoid multicolored food?
	3. What is the reason for adding food coloring to hot dogs?
	4. Describe a property of beta-carotene that makes it suitable for use as a coloring agent for dairy products.
	5. What makes anthocyanin molecules water-soluble?
	6. What groups on anthocyanin molecules are responsible for their water solubility?
	7. Why did Starbucks remove cochineal dye from its strawberry flavored products?
	8. Why do manufacturers prefer artificial- to natural-coloring substances for their products?
	9. How do the elements that compose the molecular formula of Red No. 3 differ from the elements present in the other formulas shown in Table 1?
	10. What is the base material currently used to produce most synthetic food dyes?
	11. What happens when food-coloring molecules dissolve in water?
	12. In what ways do food scientists claim that eating involves more than just taste?