Butia (Butia sp) is an exotic fruit native to Brazil. The carotenoids are the main pigments responsible for the color in butia. The aim of this study was to identify the main carotenoids and to measure the color parameters in butia. The fruits were collected from a farm situated in Tuparandí, Rio Grande do Sul State, Brazil. The carotenoids were extracted with acetone, transferred to petroleum ether/diethyl ether, saponified overnight at room temperature with 10% methanolic KOH, followed by alkali removal and concentration in a rotary evaporator. The dried butia carotenoid extract was flushed with nitrogen (99.0%) and kept at -35 °C. The carotenoids were identified by high performance liquid chromatography coupled to photodiode array detector (HPLC-PDA) on a C_{18} column. The mobile phase consisted of acetonitrile, methanol, and ethyl acetate. A gradient was applied from 95:5:0 to 60:20:20 in 20 mm, maintaining this proportion until the end of the run. Color (CIE L*, a*, b*) analysis was conducted with a Hunter spectrophotometer (D65/10°C). A total of 13 different carotenoids were separated in carotenoid extract, all-trans-β-carotene being the major carotenoid (>80%). Furthermore, neoxanthin, zeaxanthin, lutein, α-cryptoxanthin and α-carotene were identified. The color parameters L*(79.1±1.1), a*(11.0±1.1) and b*(76.8±1.6) suggesting predominance the red-yellow color were mainly correlated with the contents of α-cryptoxanthin, α-carotene and β-carotene. In summary, butia can be considered as a good source of provitamin A.