Claims

1. A food or beverage in a transparent container, which is made by filling the food or beverage which contains fruit pulp into a transparent container and which is a frozen product , and wherein the transparent container blocks light such that the transmission rate of light in wavelength ranges of 300 nm to 470 nm and 580 nm to 680 nm is 30% or less.

2. A food or beverage in a transparent container according to claim 1, wherein the transparent container is for suppressing generation of 2-heptenal, 2-octenal and 1-octen-3-one.

3. A food or beverage in a transparent container according to claim 1 or 2, wherein the transparent container comprises a light-blocking material.

4. A food or beverage in a transparent container according to claim 1 or 2, wherein the transparent container has a transparent container main body and a light-blocking coating layer formed by applying a coating material onto the transparent container main body.

5. A food or beverage in a transparent container according to claim 1 or 2, wherein the transparent container has a light-blocking film.

6. *A* food or beverage in a transparent container according to any one of claims 1 to 5, wherein the food or beverage comprises an ice cream.

7. A method of preventing off-flavor produced through irradiation with light of a food or beverage which is a frozen product and contains fruit pulp, wherein the method comprises a step of filling the food or beverage into a transparent container which blocks light such that the transmission rate of light in wavelength ranges of 300 nm to 470 nm and 580 nm to 680 nm is 30% or less.

8. A method of preventing off-flavor according to claim 7, wherein the off-flavor is produced by generation of 2-heptenal, 2-octenal and 1-octen-3-one.

9. A method of preventing off-flavor according to claim 7 or 8, wherein the food or beverage comprises an ice cream.