Claims

1. A food or beverage in a transparent container, which is made by filling the food or beverage which contains fruit pulp ~~and/or fruit juice~~ into a transparent container, and wherein the transparent container ~~substantially~~ blocks light such that the transmission rate of light in wavelength ranges of 300 nm to 470~~500~~ nm and 580~~550~~ nm to 680~~720~~ 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~~2~~. A food or beverage in a transparent container according to claim 1 or 2, wherein the transparent container comprises a light-blocking material.

4~~3~~. 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~~4~~. A food or beverage in a transparent container according to claim 1 or 2, wherein the transparent container has a light-blocking film.

6~~5~~. A food or beverage in a transparent container according to any one of claims 1 to 5~~4~~, wherein the food or beverage comprises an ice cream.

7~~6~~. A method of preventing off-flavor produced through irradiation with light of a food or beverage which contains fruit pulp~~ and/or fruit juice~~, wherein the method comprises a step of filling the food or beverage into a transparent container which ~~substantially~~ blocks light such that the transmission rate of light in wavelength ranges of 300 nm to 470~~500~~ nm and 580~~550~~ nm to 680~~720~~ 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~~7~~. A method of preventing off-flavor according to claim 7 or 8~~6~~, wherein the food or beverage comprises an ice cream.