and the like are used in masking compositions for hair cosmetics for masking unpleasant odors such as substrate odors, amine odors, ammonia odors, sulfur odors, acid odors, rust odors, tobacco odors, animal odors, and halogen odors (Patent Literature 3). Sclareolide is known to be used as an aroma/flavor imparting or modulating agent in flavor compositions for oral products (Patent Literature 4). β-Caryophyllene oxide is known to be used as an aroma/flavor imparting or modulating agent in citrus-like flavor compositions (Patent Literature 5). Ethyl maltol and the like are known to make fruit flavor-derived off-flavor less noticeable in clear beverages containing fruit flavors (Patent Literature 6).

On the other hand, in the fragrant cosmetics field, a method of suppressing urine odor has been provided by specifically inhibiting the activity of the olfactory receptor OR9Q2 for p-cresol (Patent Literature 7).

Citation List

Patent Literatures

[0003] Patent Literature 1: Japanese Patent Application Publication No. 2016-36319
Patent Literature 2: Japanese Patent Application Publication No. 2015-180715
Patent Literature 3: Japanese Patent Application Publication No. 2003-137758
Patent Literature 4: Japanese Patent Application Publication No. 2004-18431
Patent Literature 5: Japanese Patent Application Publication No. 2004-168936
Patent Literature 6: Japanese Patent Application Publication No. 2016-127818
Patent Literature 7: Japanese Patent Application Publication No. 2017-101224

Summary ~~of Invention~~

[0003a] In a first aspect of the present disclosure, there is provided a method of masking an off-flavor of citral or a citral-containing product, comprising:

adding one or more selected from the group consisting of ambrettolide, isoambrettolide, pentalide, muscone, civetone, δ-2-decenolactone, cinnamic aldehyde, β-caryophyllene oxide, sclareolide, and ethyl maltol to a citral-containing product.

[0003b] In another aspect of the present disclosure, there is provided a flavor composition

for masking an off-flavor of a citral-containing product, comprising:

one or more selected from the group consisting of ambrettolide, isoambrettolide, pentalide, muscone, civetone, δ-2-decenolactone, cinnamic aldehyde, β-caryophyllene oxide, sclareolide, and ethyl maltol.

[0003c] In yet another aspect of the present disclosure, there is provided a citral-containing product comprising:

0.01 ppt to 10 ppm of one or more selected from the group consisting of ambrettolide, isoambrettolide, pentalide, muscone, civetone, δ-2-decenolactone, cinnamic aldehyde, β-caryophyllene oxide, sclareolide, and ethyl maltol.

[0003d] In a further aspect of the present disclosure, there is provided a method of producing a citral-containing product comprising:

blending a citral-containing product with 0.01 ppt to 10 ppm of one or more selected from the group consisting of ambrettolide, isoambrettolide, pentalide, muscone, civetone, δ-2-decenolactone, cinnamic aldehyde, β-caryophyllene oxide, sclareolide, and ethyl maltol.

Problems to be solved by the invention

[0004] The present invention relates to providing a method of making less noticeable (masking) p-cresol odor without affecting the flavor of citrus-flavored food and/or beverage or ginger-flavored food and/or beverage.

Means for solution of the problems

[0005] The present inventors used olfactory receptor antagonism, and have found that