Claims

1. An aroma container for adding an aroma substance to an air flow flowing through the aroma container, comprising:

   - an upper wall, a lower wall and at least one side wall, which surround an aroma chamber,

   - at least one air inlet opening into the aroma chamber; and

   - at least one air outlet opening out of the aroma chamber; wherein

   - a carrier substance for the aroma substance is present in the aroma chamber; and

   - the carrier substance comprises a nonwoven material; wherein

   - the air permeability L of the nonwoven material at a differential pressure of 100 Pa is $L \geq 200$ l/(m^2·s), and preferably between 220 l/(m^2·s) and 280 l/(m^2·s).

2. The aroma container according to claim 1, wherein a head space between the carrier substance and the side of the upper wall facing the aroma chamber is provided.

3. The aroma container according to claim 1 or claim 2, wherein the side wall comprises a protrusion, at least in portions, which preferably extends outwards, substantially perpendicularly to the side wall.

4. The aroma container according to any of the preceding claims, wherein the nonwoven material has a specific flow resistance of less than 500 Pa·s/m and preferably less than 400 Pa·s/m, and most preferably of approximately 380 Pa·s/m.

5. The aroma container according to any of the preceding claims, wherein

   - the nonwoven material has an area density of less than 1500 g/m^2 and preferably of approximately 1000 g/m^2; and

- the nonwoven material has a density of less than 300 kg/m^3 and preferably a density of approximately 200 kg/m^3.

6. The aroma container according to any of the preceding claims, wherein the thickness of the carrier substance is at least 50% of the height between the upper wall of the aroma container and the lower wall of the aroma container, and preferably at least 80% of the height between the upper wall of the aroma container and the lower wall of the aroma container.

7. The aroma container according to any of the preceding claims, wherein the at least one air inlet opening has a diameter of at least 0.2 mm or a different geometry having an equivalent minimum opening cross-section, and preferably the at least one air inlet opening has a diameter of no more than 20 mm.

8. The aroma container according to any of the preceding claims, wherein porosity of the nonwoven material is between 70% and 93%, and preferably between 70% and 80%.

9. The aroma container according to any of the preceding claims, wherein the Reynolds number Re in the air inlet region of the aroma container is greater than 2000; and wherein

   the Reynolds number is defined as $Re = (w \cdot d)/v$, with

   the kinematic viscosity of air v [m^2/s], the diameter d [m] of the air inlet opening, and the flow speed w [m/s] upon inflow into the aroma container at an averaged volume flow between 250 ml/min and 600 ml/min.

10. The aroma container according to any of the preceding claims, wherein the aroma container has a substantially annular geometry comprising an outer side wall and an inner side wall.

11. The aroma container according to claim 10, wherein the inner side wall surrounds a space, the cross-sectional area of which is of a geometry that deviates from a circular shape.

12. The aroma container according to claim 11, wherein the geometry of the inner side wall defines just one single position of the aroma container with respect to the rotation thereof in cooperation with a correspondingly formed mouthpiece of a drinking device, and wherein the space surrounded by the inner side wall preferably has a substantially drop-shaped cross-sectional area.

13. The aroma container according to claim 11 or claim 12, wherein for the ratio between a maximum extension L_{max} of the cross-sectional area of the space surrounded by the inner side wall, and the minimum extension L_{min} of the cross-sectional area of the space surrounded by the inner side wall, the following applies: $1.05 \leq L_{max}/L_{min} \leq 1.15$; and preferably L_{max}/L_{min} is approximately 1.1.

14. The aroma container according to any of claims 11 to 13, further comprising slide ribs in the region of the inner side wall.

15. The aroma container according to any of the preceding claims, wherein the air inlet opening is located in the region of the lower wall of the aroma container; and the air outlet opening is arranged in a side wall of the aroma container, preferably in an inner side wall in the case of a substantially annular geometry of the aroma container having an outer side wall and an inner side wall.

16. The aroma container according to any of the preceding claims, wherein the aroma container comprises a lower shell and an upper shell that is connected to the lower shell, and wherein the air outlet opening is arranged in the connection region between the lower shell and upper shell.

17. A drinking device, comprising

- an aroma container according to any of the preceding claims; and
- a head part, to which the aroma container can be connected such that at least a part of the aroma container is movable from an activated position into a non-activated position; wherein
- in the activated position the air outlet opening is in flow connection with a transport channel for drinking liquid in the drinking device; and

- in the non-activated position there is no flow connection between the air outlet opening and the transport channel for drinking liquid, and the air inlet opening is preferably substantially sealed.

18. The drinking device according to claim 17, wherein
    - the drinking device comprises a removable cover which can be fitted to the head part of the drinking device; and

    - the drinking device comprises at least one force-exerting element, by means of which the aroma container can be moved from the non-activated position into the activated position when the cover is removed.

19. The drinking device according to claim 18, wherein the at least one force-exerting element comprises a stop surface on the cover, by means of which the aroma container can be rotated from the non-activated position into the activated position in the case of a rotation of the cover when the cover is unscrewed.

20. The drinking device according to claim 18, wherein
    - the side wall of the aroma container comprises a protrusion, at least in portions, which extends outwards; and

    - the at least one force-exerting element comprises a hook-shaped element on the cover, which is arranged and designed so as to encompass the protrusion in a form-fitting manner during removal of the cover, and to move the aroma container from the non-activated position into the activated position.

21. The drinking device according to claim 18, wherein the force-exerting element comprises a resilient preload element which is arranged between the aroma container and the head part of the drinking device, and preloads the aroma container into the activated position when the cover is removed.