Claims:

1. A process for the preparation of an instant coffee product comprising aromatized soluble coffee particles, the process comprising (a) providing soluble coffee particles; (b) providing an odor-acceptable edible oil; (c) applying the oil on the soluble coffee particles, wherein the oil is subjected to aroma transfer from roast coffee beans, so as to obtain soluble coffee particles comprising aromatized oil, the aroma transfer being conducted for an incubation time of at least one day, and wherein the amount of the aromatized oil in the instant coffee is 0.8 wt.% to 4.5 wt.%.

2. A process according to claim 1, wherein the aromatized soluble coffee particles are mixed with non-aromatized soluble coffee particles in a ratio of from 15:1 to 1:1, and preferably of from 10:1 to 2:1, on weight basis.

3. A process according to claim 2, wherein the ratio is 8:1 to 4:1, preferably 6:1.

4. A process according to claim 2 or 3, wherein the aromatized soluble coffee particles have an oil concentration prior to mixing between of 4.5 wt.% and 15 wt. %.

5. A process according to claim 1, wherein the amount of the aromatized oil on the soluble coffee particles is 0.8 wt.% to 4.5 wt.%, and preferably all of the soluble coffee particles in the instant coffee are the aromatized soluble coffee particles.

6. A process according to any one of the preceding claims, wherein the roast coffee beans have a temperature of at most 50°C, preferably below 30°C.

7. A process according to claim 6, wherein the temperature is 4°C to 25°C, preferably 20°C to 23°C.

8. A process according to any one of the preceding claims, wherein the aroma transfer is conducted for an incubation time of one to six days.

9. A process according to any one of the preceding claims, wherein the oil is subjected to the aroma transfer prior to applying the oil on the soluble coffee particles.

10. A process according to claim 9, wherein the aroma transfer is conducted for an incubation time of two to five days.

11. A process according to claim 9 or 10, wherein the ratio of the roast coffee beans to the oil, is in a range of from 100:10 to 100: 0.1, and preferably of from 100:5 to 100:1, on a weight basis.

12. A process according to any one of the claim 1 to 8, wherein the oil is applied on the soluble coffee particles prior to conducting the aroma transfer.

13. A process according to claim 12, wherein the aroma transfer is conducted for an incubation time of three to six days.

14. A process according to claim 12 or 13, wherein the ratio of the roast coffee beans to the soluble coffee particles comprising applied oil, is in a range of from 5:1 to 1:5, and preferably of from 3:1 to 1:3, on a weight basis.

15. A process according to claim 14, wherein the ratio is 2:1 to 1:2, and preferably 1:1.

16. A process according to any one of the preceding claims, wherein the oil is a refined oil.

17. A process according to any one of the preceding claims, wherein the oil is coffee oil, preferably refined coffee oil.

18. A process according to any one of the preceding claims, wherein the amount of oil in the instant coffee product is in a range of from 1 wt.% to 2.5 wt.%, preferably of from 1 wt.% to 1.5 wt.%, calculated on the weight of the soluble coffee particles.

19. A process according to any one of the preceding claims, wherein the oil is applied in the form of an emulsion of the oil in water.

20. A process according to claim 19, wherein the emulsion has an oil percentage of at most 50 wt.%, preferably of from 15 wt.% to 45 wt.%.

21. A process according to claim 19 or 20, wherein the amount of oil applied on the soluble coffee particles is in a range of from 1 wt.% to 3 wt.%, preferably of from 1.25 wt.% to 2 wt.%.

22. A process according to any one of the claims 19 to 21, wherein the emulsion comprises of from 1 wt.% to 10 wt.%, preferably of from 2.5 wt.% to 7.5 wt.%, of soluble coffee particles as an emulsifier.

23. A process according to any one of the preceding claims, wherein the roast coffee beans are whole beans.

24. A process according to any one of the preceding claims, wherein the aroma transfer is conducted in a single vessel.

25. A process according to any one of the claims 1 to 23, wherein the aroma transfer is conducted in two separate vessels which are connected via the gas phase, optionally via a gas permeable membrane.

26. A process according to claim 25, wherein a forced convection is applied to the gas phase.