Claims

1. Process for drying at room temperature or below room temperature a suspension of hydrogel microcapsules, said process comprising the steps of:

(i) providing an aqueous suspension of hydrogel microcapsules, each microcapsule comprising an oil phase containing a hydrophobic active ingredient, preferably a perfume or a flavor; wherein the weight ratio between microcapsules and water is preferably above 0.8;

(ii) mixing the suspension obtained in step (i) with hydrophobic particles to obtain free-flowing microcapsules;

(iii) drying the free-flowing microcapsules obtained in step (ii) by mixing the microcapsules with a desiccant and/or by submitting the microcapsules under a gas flow to obtain a dried free-flowing microcapsules powder; and

(iv) optionally, sifting the dried microcapsules powder to remove the excess desiccant.

2. The process according to claim 1, wherein the step (iii) consists in drying the free-flowing microcapsules obtained in step (ii) by mixing the microcapsules with a desiccant.

3. The process according to claim 1 or 2, wherein the aqueous suspension is devoid of water-soluble carbohydrate carrier.

4. The process according to any one of the preceding claims, wherein the hydrogel microcapsules is in the form of a core-shell microcapsule, each microcapsule having a hydrogel shell and an oil-based core.

5. The process according to any one of the preceding claims, wherein the ratio between hydrophobic particles and microcapsules is comprised between 0.001 and 0.15.

6. The process according to any one of the preceding claims, wherein when a desiccant is used in step (iii), the ratio between the desiccant and microcapsules is comprised between 0.1 and 10.

7. The process according to any one of the preceding claims, wherein hydrophobic particles are selected from the group consisting of treated silica, stearates, waxes and mixtures thereof.

8. The process according to any one of the preceding claims, wherein the desiccant is chosen from the group consisting of maltodextrin, starch, polyvinyl acetate, polyvinyl alcohol, dextrines, natural or modified starches, vegetable gums, pectins, xanthanes, alginates, carrageenans, cellulose derivatives, gelatines, Silicas, clays, activated charcoal, calcium sulfate, calcium chloride, and molecular sieves such as zeolites and mixtures thereof.

9. The process according to any one of the preceding claims, wherein the microcapsules are obtainable by a process selected from the group consisting of simple coacervation, complex coacervation, prilling, interfacial polymerization.

10. Powdered microcapsules obtainable by the process as defined in any one of claims 1-9.

11. A perfuming or flavouring composition comprising

(i) microcapsules as defined in claim 10, wherein the hydrophobic active ingredient comprises a perfume or a flavor; and

(ii) at least one perfuming or flavouring co-ingredient.

12. A perfumed consumer product comprising:

a) from 0.5 to 65% by weight, relative to the total weight of the consumer product, of at least one surfactant;

b) microcapsules as defined in claim 10.

13. A food or beverage consumer product comprising flavouring powdered microcapsules as defined in claim 10, said consumer product being selected from the group consisting of a stock, a savory cube, a powder mix, a beef or pork based product, a seafood, surimi, instant noodles, rice, pasta, potatoes flakes or fried, noodles, a potato/tortilla chip, a microwave popcorn, nuts, a bretzel, a rice cake, a rice cracker, and powdered drinks.