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(54) **SMOKELESS TOBACCO COMPOSITION**

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(57) **ABSTRACT**

A smokeless tobacco product configured for insertion into the mouth of a user of the product is provided, the tobacco product including a water-permeable pouch containing a tobacco formulation, the tobacco formulation including a tobacco material and a plurality of microcapsules dispersed within the tobacco material, the plurality of microcapsules including an outer shell encapsulating an internal payload. The internal payload may include an additive such as water, flavorants, binders, colorants, pH adjusters, buffering agents, fillers, disintegration aids, humectants, antioxidants, oral care ingredients, preservatives, additives derived from herbal or botanical sources, and mixtures thereof. Microencapsulated flavorants include tobacco-containing flavorants, such as tobacco extracts or a particulate tobacco material, sweeteners (e.g., sweeteners containing neotame), and vanillin (optionally in a complexed form).

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