

Proposal to add more food emoji characters

To: UTC

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Last updated: 2015-11-04

Draft: <https://goo.gl/Y4P9tN>

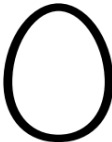
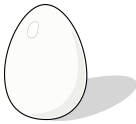
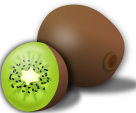
This document supersedes proposal L2/15-197.

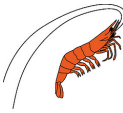
Disclaimer

This document is a proposal whose contents are subject to UTC review, and any and all details are therefore subject to change. Any characters that are contained in this proposal, along with their attributes, including, but not limited to, their names, code points, and representative glyphs, should not be construed as final. There is also no guarantee that the characters will be added to the Unicode standard.

Proposal

We propose to add the following Emoji characters to fill a gap in food emoji characters.

Name	B&W	Color Sample	To represent products containing:	Freq. in Google Trends	Freq. in Instagram posts
EGG Represents chicken egg			Egg	1.13	4.31
MILK CARTON AND GLASS			Milk	2.53	3.54
PEANUTS			Peanuts	0.86	0.90
KIWIFRUIT			Kiwifruit	0.97	1.80
PANCAKES			Pancakes	0.70	3.38

SHRIMP			Shrimp	0.64 (vs octopus)	2.62 (vs octopus)
SQUID			Squid	0.64 (vs octopus)	0.49 (vs octopus)

The frequencies from EGG to PANCAKES in Google Trends and Instagram posts are based on the number of “hamburger”. (i.e. Freq. of hamburger is 1.00.) The frequencies of SHRIMP and SQUID are based on the number of “octopus”.

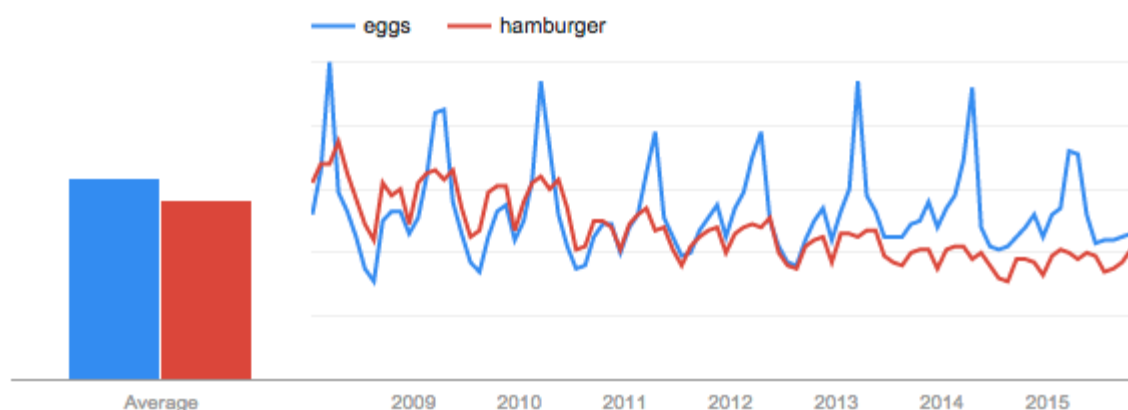
Popularity estimation of the proposed emoji characters

To estimate how much the proposed emoji characters would be used by people, we checked the number of image search by using [Google Trends](#). The following graphs are result of Google Trends in the Food & Drink category. It shows how many times people searched for those images compared with “hamburger”. Hamburger is a popular food emoji (0.04% frequency). The Y axis starts from 0 and increases linearly.

This was done in accordance with <http://unicode.org/emoji/selection.html#submission> .

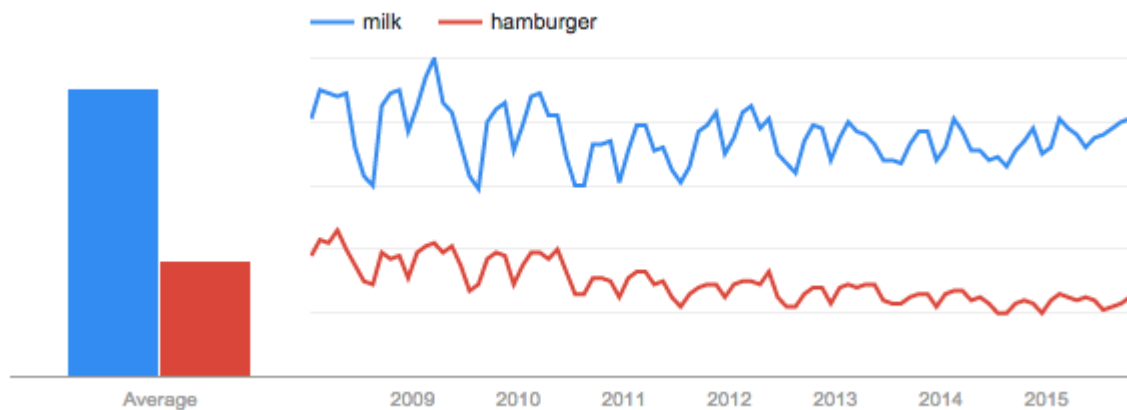
EGG

Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.



<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=eggs,hamburger&qprop=images&cmpt=q>

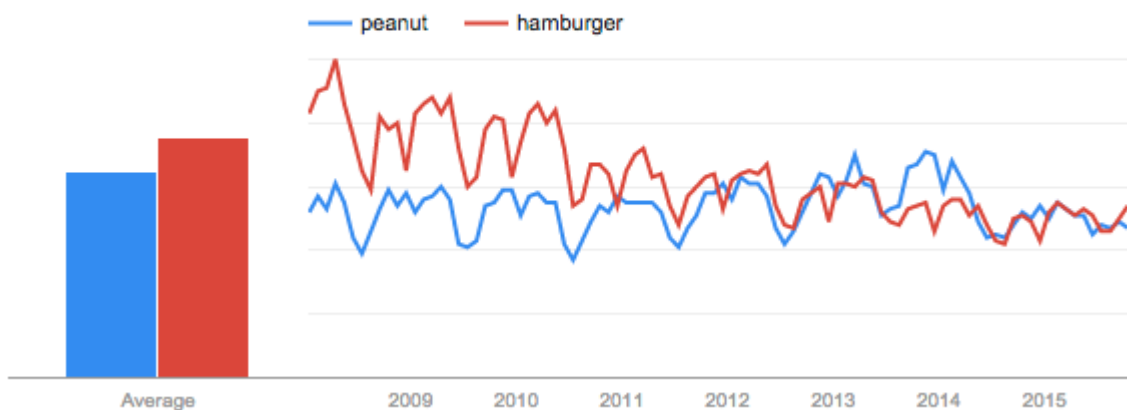
MILK CARTON AND GLASS



<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=milk,hamburger&gprop=images&cmpt=q>

PEANUTS

Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.

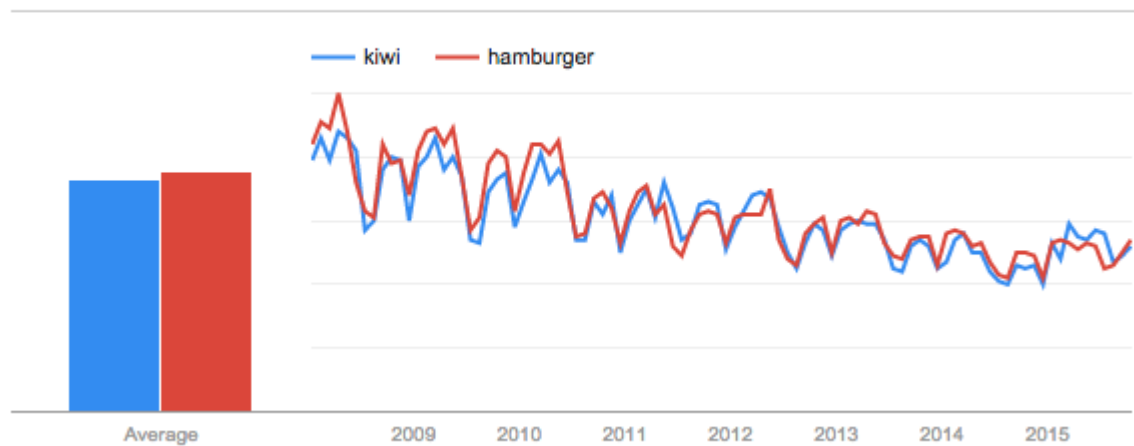


<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=peanut,hamburger&gprop=images&cmpt=q>

KIWIFRUIT

We use "kiwi" as a query for Google Trends, since we specify "Food & Drink" as the category of Google Trends. "kiwifruit" is more descriptive, but "kiwi" is more casually used when the context is clear.

Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.

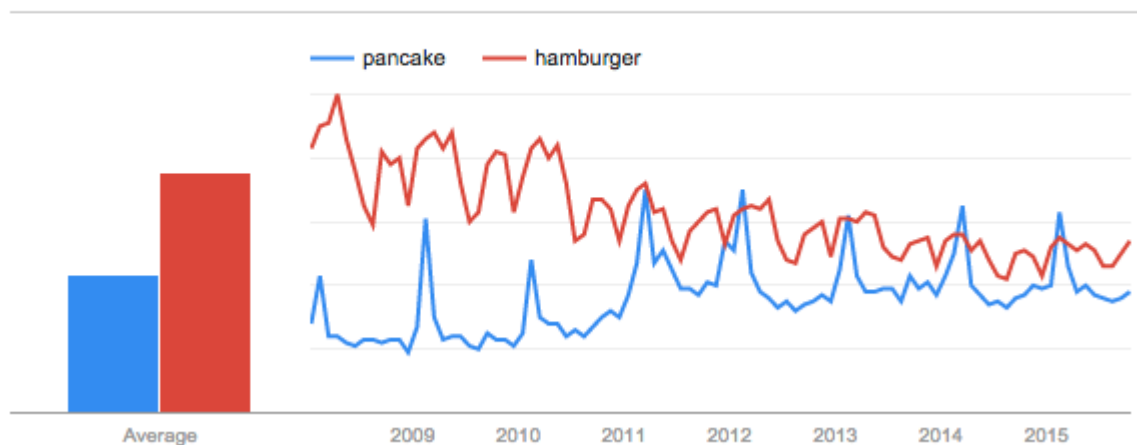


<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=pancake,hamburger&gprop=images&cmpt=q>

PANCAKES

The pancake, which can have various names such as hotcake and crepe, is commonly used in breakfast or convenience foods of various countries and cultures that involves pouring batter onto a hot surface. Proposed aliases include hotcake and crepe.

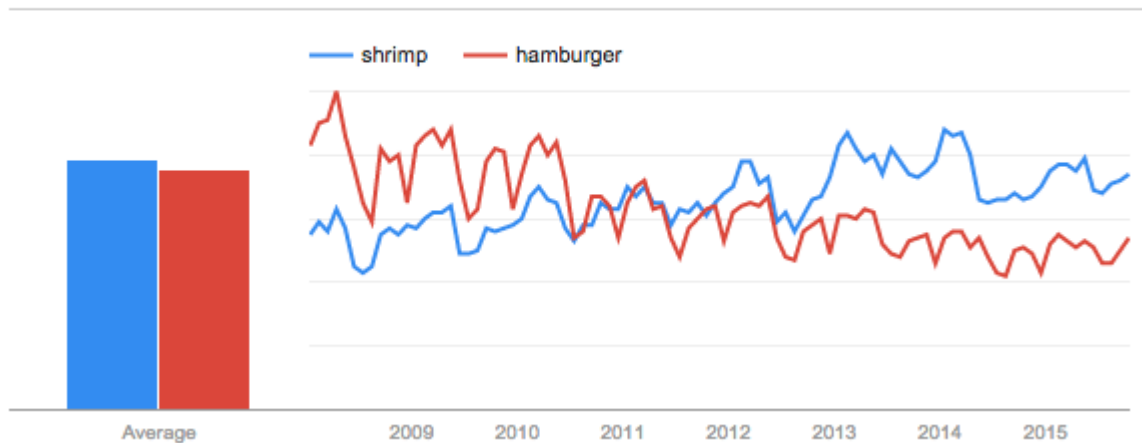
Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.



<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=pancake,hamburger&gprop=images&cmpt=q>

SHRIMP

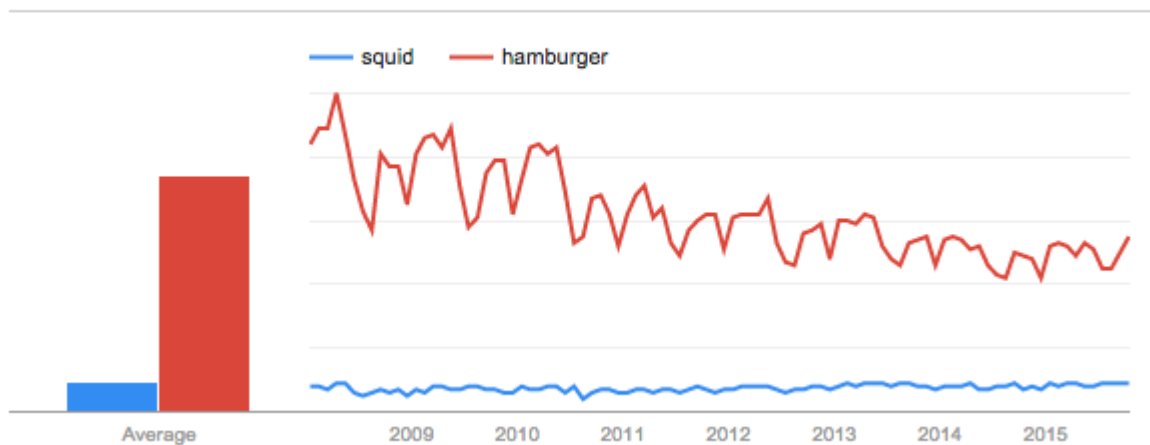
Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.



<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=shrimp,hamburger&gprop=images&cmpt=q>

SQUID

Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.



<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=squid,hamburger&gprop=images&cmpt=q>

Although squid is not popular in English, it is popular in Japanese. Note, “イカ” and “ハンバーガー” in the next graph are “squid” and “hamburger” in Japanese respectively.

Interest over time. Image Search. Worldwide, Jan 2008 - Oct 2015, Food & Drink.

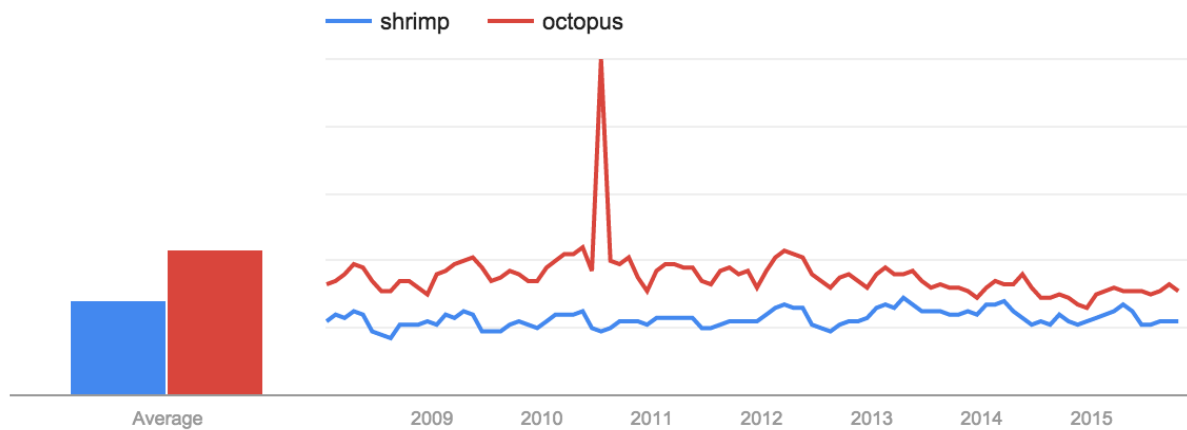


<https://www.google.com/trends/explore?hl=en-US#cat=0-71&q=イカ,ハンバーガー&gprop=images&cmpt=q>

SHRIMP and SQUID as ocean species

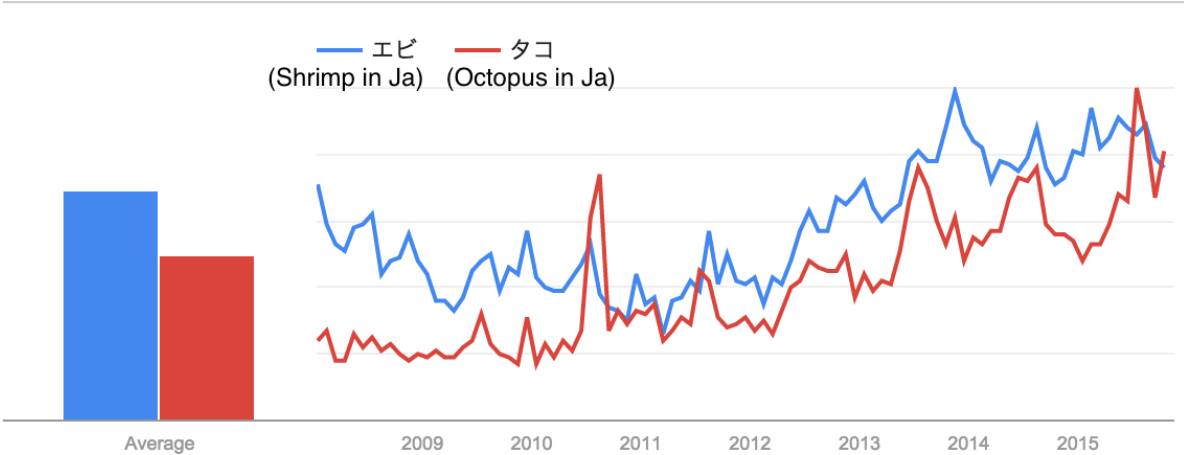
Shrimp and Squid are not only for food stuff, but also for ocean species like Octopus. We expect Shrimp and Squid are used as well as other ocean species.

Interest over time. Image Search. Worldwide, Jan 2008 - Nov 2015.



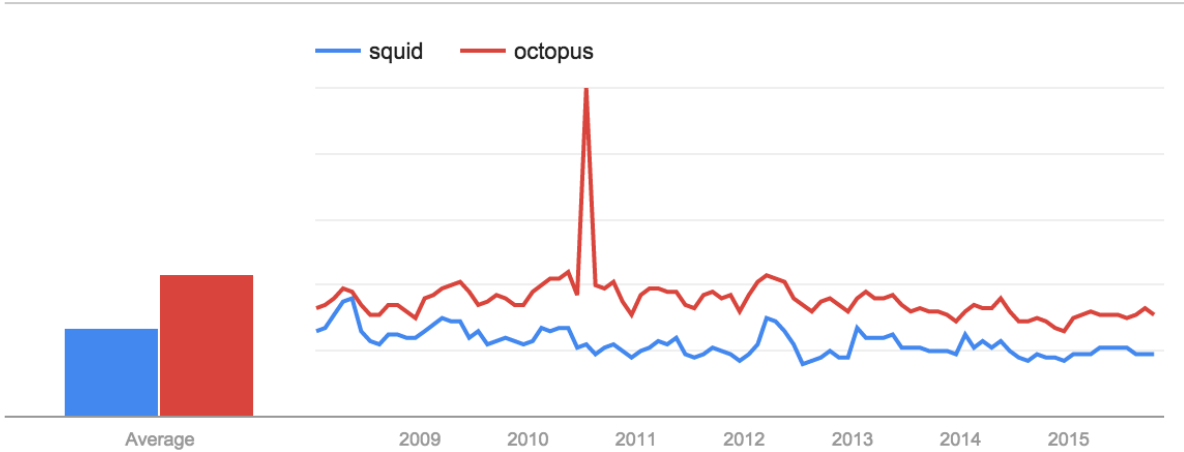
<https://www.google.com/trends/explore?hl=en-US#q=shrimp,octopus&gprop=images&cmpt=q>

Interest over time. Image Search. Worldwide, Jan 2008 - Nov 2015.



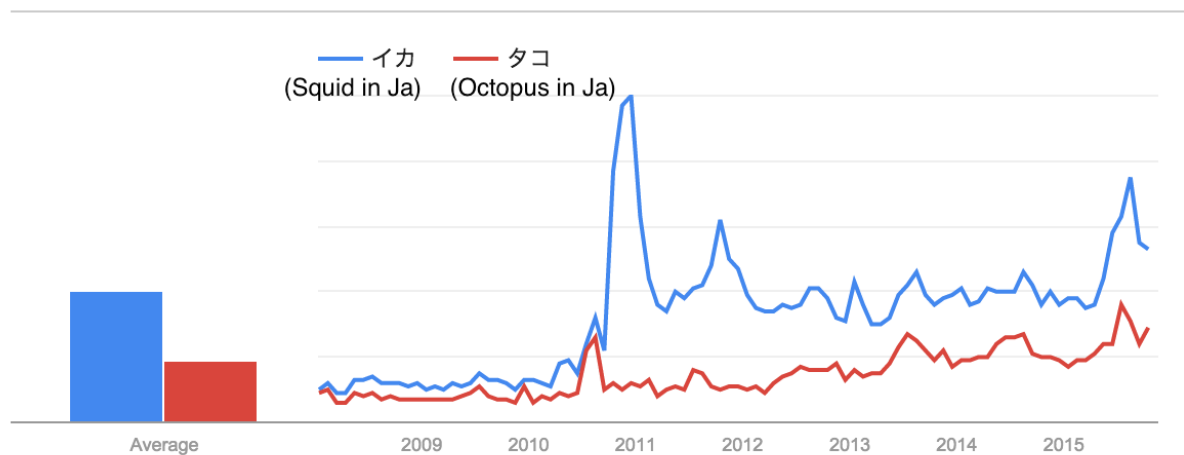
<https://www.google.com/trends/explore?hl=en-US#q=%E3%82%A8%E3%83%93%E3%82%BF%E3%82%B3&gprop=images>

Interest over time. Image Search. Worldwide, Jan 2008 - Nov 2015.



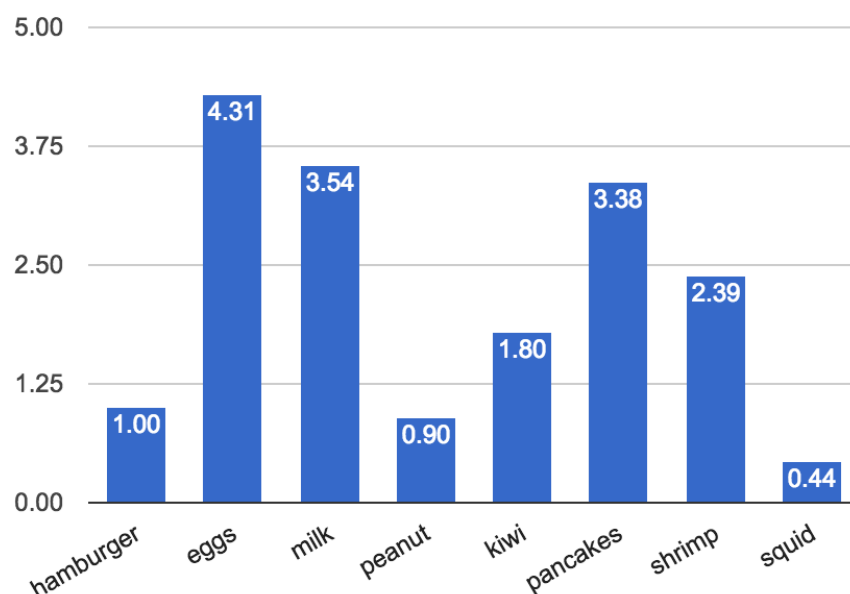
<https://www.google.com/trends/explore?hl=en-US#q=squid,octopus&gprop=images&cmpt=q>

Interest over time. Image Search. Worldwide, Jan 2008 - Nov 2015.



<https://www.google.com/trends/explore?hl=en-US#q=%E3%82%A4%E3%82%AB,%E3%82%BF%E3%82%B3&qprop=images&cmpt=q>

The following graph shows the frequencies of Instagram posts. For a reference, we use the frequency of hamburger as 1.0. This graph also shows similar trends of popularity with Google Trends.



Selection Factors for newly proposed characters

This section discusses criteria of the proposed characters based on

<http://www.unicode.org/emoji/selection.html>

Factors for Inclusion

A: Compatibility

Not applicable.

B: Expected usage level

We discussed the expected usage level in the above section, *Popularity estimation of the proposed emoji characters*.

Several of the current foods-related emoji are among the more popular emoji; any emoji that is $\geq 0.02\%$ of total emoji usage is above the median in popularity.

Sample of food-related emoji with $\geq 0.02\%$ popularity.

0.11% U+2615	
0.06% U+1F353	
0.05% U+1F352	
0.04% U+1F354	
0.04% U+1F34C	
0.04% U+1F349	
0.03% U+1F346	
0.03% U+1F33E	
0.02% U+1F344	
0.02% U+1F414	
0.02% U+1F41F	
0.02% U+1F419	

<http://unicode.org/draft/reports/tr51/emoji-frequency-all.html>

We expect the similar popularity to proposed characters. Milk and eggs are also two of [Most popular foods in the world](#) reported by Huffington Post.

C: Image distinctiveness

For most of the proposed characters it is easy to create an image that is distinct from existing characters in Unicode and communicates the intended associations.

For MILK CARTON AND GLASS, although not all countries use cartons for milk, it is surely distinctive to people who use milk cartons. It is also not ambiguous to people who do not use milk cartons.

D: Completeness

This proposal fills in a gap in emojis for foods. The proposed foods are popular foodstuffs. Shrimp and squid are also popular species.

E: Frequently requested

Not applicable.

Factors for Exclusion

F: Overly specific

The proposed characters keep generality as well as other existing food emoji characters.

G: Open-ended

Those characters can be used for various meanings in the same level of other existing food emoji and animal emoji characters.

H: Already representable

It would be possible to say that EGG, MILK CARTON AND GLASS, SHRIMP are already representable by existing emoji characters (i.e. COOKING, BABY BOTTLE, FRIED SHRIMP). However, considering the expected usages, they are not representable.

EGG

U+1F373 (COOKING) has an image of sunny-side up. This emoji character literally represents cooking with a frypan, and the broken egg is expected to be painted. Since egg is a quite fundamental foodstuff, we propose EGG as a plain emoji which can be used for various purposes.

B&W	Android	Apple	Twitter	Windows
				

MILK CARTON AND GLASS

U+1F37C (BABY BOTTLE) may contain milk. However, this emoji character would not be considered as a generic milk emoji character.

B&W	Android	Apple	Twitter	Windows
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SHRIMP

U+1F364 (FRIED SHRIMP) is also a representation of a shrimp. However, it does not represent a shrimp as a species. Our proposing SHRIMP can be used as an animal emoji characters as well as FISH and OCTOPUS.

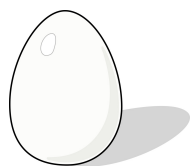


I: Logos, brands, UI icons, signage, specific people, deities

Not applicable.

Sources of images

EGG



URL: <http://free-illustrations.gatag.net/2013/09/18/130000.html>

LICENSE: Public domain

MILK CARTON AND GLASS



URL: <https://www.pixtastock.com/illustration/1498509>

LISENCE: commercial - <https://www.pixtastock.com/about-license>

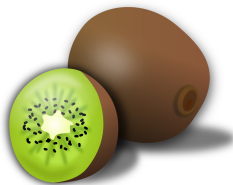
PEANUTS



URL: http://www.irasutoya.com/2013/03/blog-post_9683.html

LICENSE: <http://www.irasutoya.com/p/terms.html>

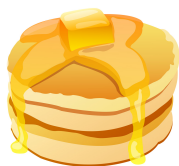
KIWIFRUIT



URL: <http://free-illustrations.gatag.net/2013/09/26/160000.html>

LICENSE: Public domain

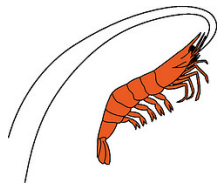
PANCAKES



URL: <http://free-illustrations.gatag.net/2014/01/14/020000.html>

LICENSE: CC BY (lanrentuku.com)

SHRIMP



URL: <https://www.flickr.com/photos/45757941@N05/6710023283/>

LICENSE: CC BY (Takumi Tsutaya, <https://www.flickr.com/photos/45757941@N05/>)

SQUID



URL: <http://sozaikoujou.com/18290>

LICENSE: http://sozaikoujou.com/use_policy

**ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646**

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from
<http://std.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before
filling this form.

Please ensure you are using the latest Form from
<http://std.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

See also <http://std.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest *Roadmaps*.

Form number: N4502-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04,
1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03,
2008-05, 2009-11, 2011-03, 2012-01)

A. Administrative

1. Title: **Preliminary proposal to add more food emoji characters**

2. Requester's name: **Hiroyuki Komatsu**

3. Requester type (Member body/Liaison/Individual contribution):

**Individual
contribution**

4. Submission date:

2015-11-04

5. Requester's reference (if applicable):

6. Choose one of the following:

This is a complete proposal:

✓

(or) More information will be provided later:

B. Technical - General

1. Choose one of the following:

a. This proposal is for a new script (set of characters):

Proposed name of script:

b. The proposal is for addition of character(s) to an existing block:

✓

Name of the existing block:

Supplemental Symbols and Pictographs

2. Number of characters in proposal:

7

3. Proposed category (select one from below - see section 2.2 of P&P document):

A-Contemporary

B.1-Specialized (small
collection)

✓

B.2-Specialized (large collection)

C-Major extinct

D-Attested extinct

E-Minor extinct

F-Archaic Hieroglyphic or Ideographic

G-Obscure or questionable usage symbols

4. Is a repertoire including character names provided?

YES

a. If YES, are the names in accordance with the "character naming guidelines"

YES

b. Are the character shapes attached in a legible form suitable for review?

YES

5. Fonts related:

a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?

b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):

6. References:

a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?

YES

b. Are published examples of use (such as samples from newspapers, magazines, or other sources)

of proposed characters attached?

YES

7. Special encoding issue

Does the proposal address other aspects of character data processing (if applicable) such as input,

presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)?

NO

8. Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see UAX#44: <http://www.unicode.org/reports/tr44/> and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before?

NO

If YES
explain

2. Has contact been made to members of the user community (for example: National Body,

user groups of the script or characters, other experts, etc.)?

NO

If YES, available relevant documents:

3. Information on the user community for the proposed characters (for example:

size, demographics, information technology use, or publishing use) is included?

**Over 110
million people
in China use
emoji daily, over
44 million in the
U.S. use emoji
daily**

Reference:

4. The context of use for the proposed characters type of use; common or rare)

common

Reference:

5. Are the proposed characters in current use by the user community?	NO
If YES, where? Reference:	
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely	
in the BMP?	NO
If YES, is a rationale provided?	
If Yes, reference:	
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	NO
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence?	
If YES, is a rationale for its inclusion provided?	
If Yes, reference:	
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters?	
If YES, is a rationale for its inclusion provided?	
If Yes, reference:	
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character?	
If YES, is a rationale for its inclusion provided?	
If Yes, reference:	
11. Does the proposal include use of combining characters and/or use of composite sequences?	
If YES, is a rationale for such use provided?	
If Yes, reference:	
Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided?	
If Yes, reference:	
12. Does the proposal contain characters with any special properties such as control function or similar semantics?	
If YES, describe in detail (include attachment if necessary)	

13. Does the proposal contain any Ideographic compatibility characters?

NO

If YES, are the equivalent corresponding unified ideographic characters identified?

If Yes,
reference: