

Subject: Almond Emoji Submission

To: Unicode Consortium

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Proposal/Abstract

We are proposing the addition of the ALMOND to fill a gap in the emoji lexicon. The almond's surging popularity in culture, through new food-product introductions (e.g., Almond Milk, Almond Butter) and in current events (e.g., [President Obama's snack of choice is 7 almonds](#); [Almond's alleged impact on the California drought](#)) makes it viable candidate for consideration. The character name would be ALMOND, and it would be part of the "food-vegetable" category, with the almond emoji positioned between PEANUTS and CHESTNUT.

Factors for Inclusion

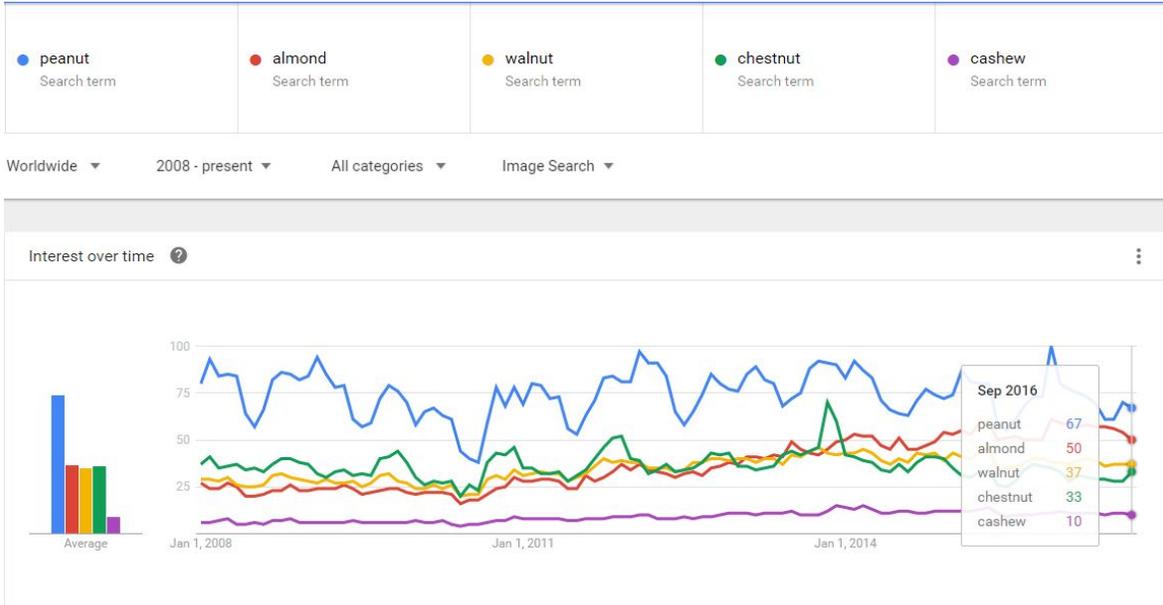
- A. Compatibility:** Not applicable.
- B. Expected Usage:** Almonds are consumed and produced around the world at faster rates than any other nut. As a consequence, they are being discussed with significantly increased frequency.

Nut	Growth in Production (2004 to 2014)
Almond	+96%
Walnut	+87%
Cashew	+16%
Peanut	+4%
Chestnut	Not available

(Source: https://www.nutfruit.org/wp-content/uploads/2015/11/global-statistical-review-2014-2015_101779.pdf)

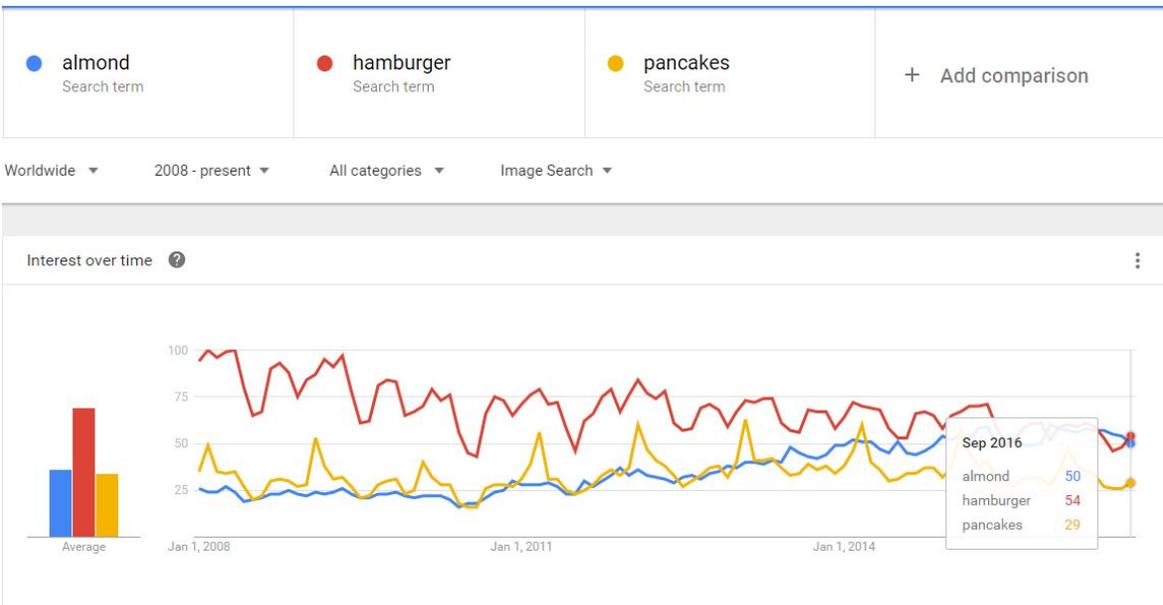
a. Frequency.

- i. *Nut-Category Frequency in Google Trends Image Search.* Almonds exhibit the greatest rate of growth in Image Search amongst category competitors. The discrepancy in interest between Almonds and the top term, Peanut, has shrunk dramatically since 2008.



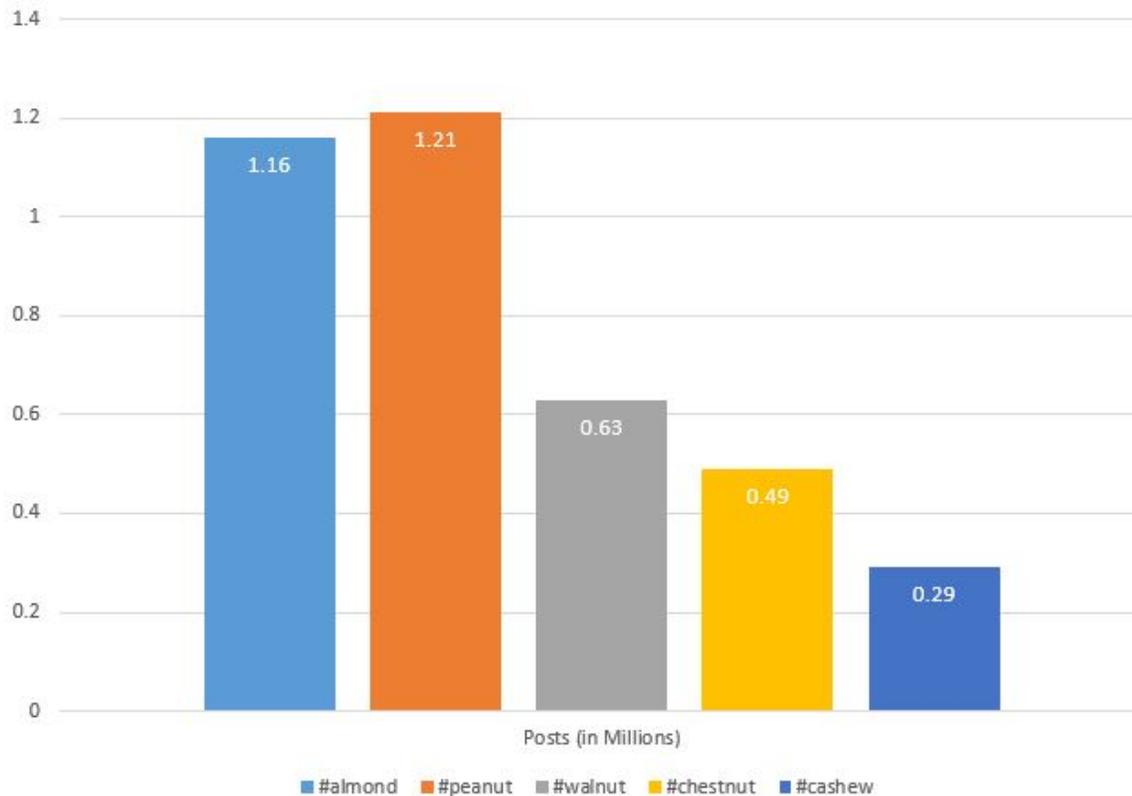
https://www.google.com/trends/explore?date=all_2008&gprop=images&q=peanut,almond,walnut,chestnut

- ii. *Food-Category Frequency in Google Trends Image Search.* Almonds exhibit increasing popularity relative to non-nut foods, as well. Compared to a popular existing food emoji (hamburger) and a newly introduced food emoji (pancakes), image searches for almonds are trending positively and currently generate the greatest interest.



https://www.google.com/trends/explore?date=all_2008&gprop=images&q=almond,hamburger,pancakes

- iii. *Nut-Category Hashtag Frequency on Instagram.* Frequency of #almond hashtags on Instagram posts is significantly greater than most nut competitors, trailing only #peanut (by less than 5%).



b. Multiple Usages.

- i. *Food.* Other usages of the almond emoji will include foods derived from almonds, such as almond milk (🌰 🥛). Given the prevalence of allergies to milk, people are increasingly consuming (and discussing) almond-based alternatives to dairy.
- ii. *Shape.* Because of its unique shape, it is used to describe specific fingernail and eye shapes.
- iii. *Metaphors and Idioms.* The use of *nuts* in the context of craziness or silliness (“That’s nuts!”, “You’re a nut”, or as an adjective “Nutty”) lends itself to include various or multiple nuts.

1. “That’s 🌰 🥜 🌰 !”

2. “ 🚗 me 🌰 🥜 ”

C. Image Distinctiveness

- a. The almond shape is visually distinct from other nuts and is used to describe the shape of other nonfood objects, as noted above. Current nut emojis (the round chestnut and hourglass peanut shapes) are very different from the tapered oval shape of the almond. Further, the almond is clearly recognizable. The ambiguity of a chestnut, for example, has it frequently mistaken with an acorn, making it less appropriate for nut-related concepts requiring sequences of emojis.

D. Completeness

- a. Adding the almond emoji will fill a gap in the food emoji space without oversaturating the nut subset. Having several nut emojis provides a sufficient representative sample. Because of its growing popularity, versatility, and distinct shape, the almond serves as the premier candidate for this group.

E. **Frequently Requested:** Not applicable.

Factors for Exclusion

F. Overly Specific

- a. The almond emoji would maintain the same generality as existing nut emojis.

G. Open-ended

- a. The almond is as distinct as other existing food and nut emojis.

H. Already Representable

- a. Given the unique shape of the almond, it cannot be represented by existing emojis. The almond emoji alone could be combined with the glass of milk or baby bottle emoji to represent almond milk (milk substitutes are not made from peanuts or chestnuts).

I. **Logos, brands, UI icons, signage, specific people, deities:** Not applicable.

J. **Transient:** Almonds have consistently achieved the highest production of all tree nuts and have been growing rapidly. Conversation around almonds is steadily increasing in the context of new food products and current events.

Images



Modified from <http://www.clipartkid.com/almond-clipart-download-almond-jpg-VK7Zo3-clipart/>



Modified from <http://www.fruit.realisticcoloringpages.com/2016/07/almond-clipart-free.html>