

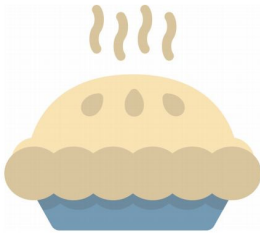
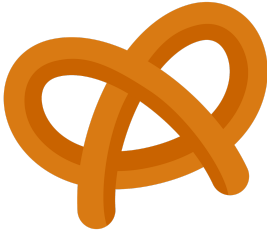
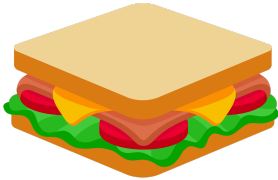
Omnibus Food Emoji Proposal for Unicode 10


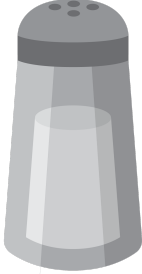

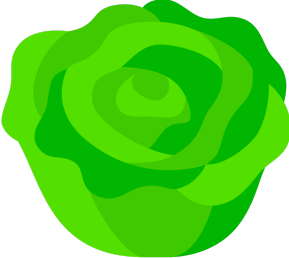
To: UTC


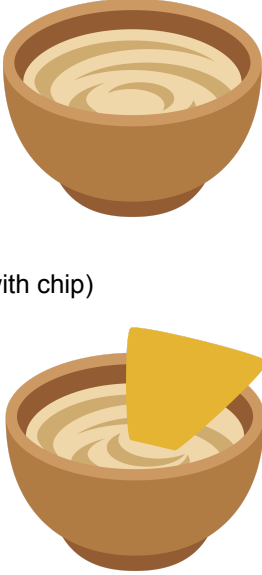

Date: November 1, 2016



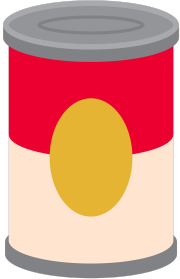
From: Jennifer 8. Lee and Emoji Subcommittee, as well as many contributors, including Aphelandra Messer, the artist,

The Emoji Subcommittee submits this

EMOJI	IMAGE	ALSO REPRESENTS	REASON	Ratio: Hamburger = 1 Google Trends and Instagram	LC Number
PIE			Frequently requested	GT=5.14 IG=1.66	L2/16-272
PRETZEL		Twisted, complicated.	Frequently requested, Secondary meaning	GT=.22 IG=.22	
SANDWICH			Frequently requested, compatibility	GT=1.89 IG=2.11	

COCONUT			Frequently requested	GT= 3.36 IG=2.6	L2/16-273
SALT SHAKER		SALT	Frequently requested	GT: 3.89 IG=.88 (for "SALT")	
BROCCOLI			Frequently requested	GT:.88 IG=1.1	
CABBAGE, LETTUCE			Frequently requested. Completeness.	GT:.48 (weighted) IG:1.0 (sum)	

LEAFY GREEN		SPINACH, KALE	Frequently requested.	GT: .79 (Weighted, for SPINACH and KALE) IG: 3.1 (sum)	
HUMMUS, DIP	 <p>(with chip)</p>			Google: .34 (for HUMMUS in English) IG:.44	
BAGEL	(coming, one on original proposal was sadly lacking)	American Jewish culture, independent of religious culture	Frequently requested.	GT:: .40 IG:.72	
CUP WITH STRAW		SODA;, DRINK; non-alcoholic, non-coffee/tea beverage.	Compatibility	Too much noise	

STEAK AND PORKCHOP		MEAT	Frequented requested	GT: 2.76 (STEAK Only) IG: 3.2	
CEREAL		BREAKFAST bowl, breakfast, cereal, congee, granola, muesli, oatmeal, porridge	Frequently requested	GT: .58 IG: .69	
CANNED GOOD		Emergency supplies, long term preserved food.		GT: .36 (for "CANNED") IG (Too noisy)	

Images by Aphelandra Messer. They may be freely distributed in connection with this proposal

Factors for Inclusion

Compatibility

- CUP WITH STRAW: compatibility with the iOS interface keyboard, which represents food and drink with the CUP WITH STRAW and HAMBURGER, but does not actually have a CUP WITH A STRAW.
- SANDWICH: already exists in Facebook Messenger

Expected Usage Level

Frequency

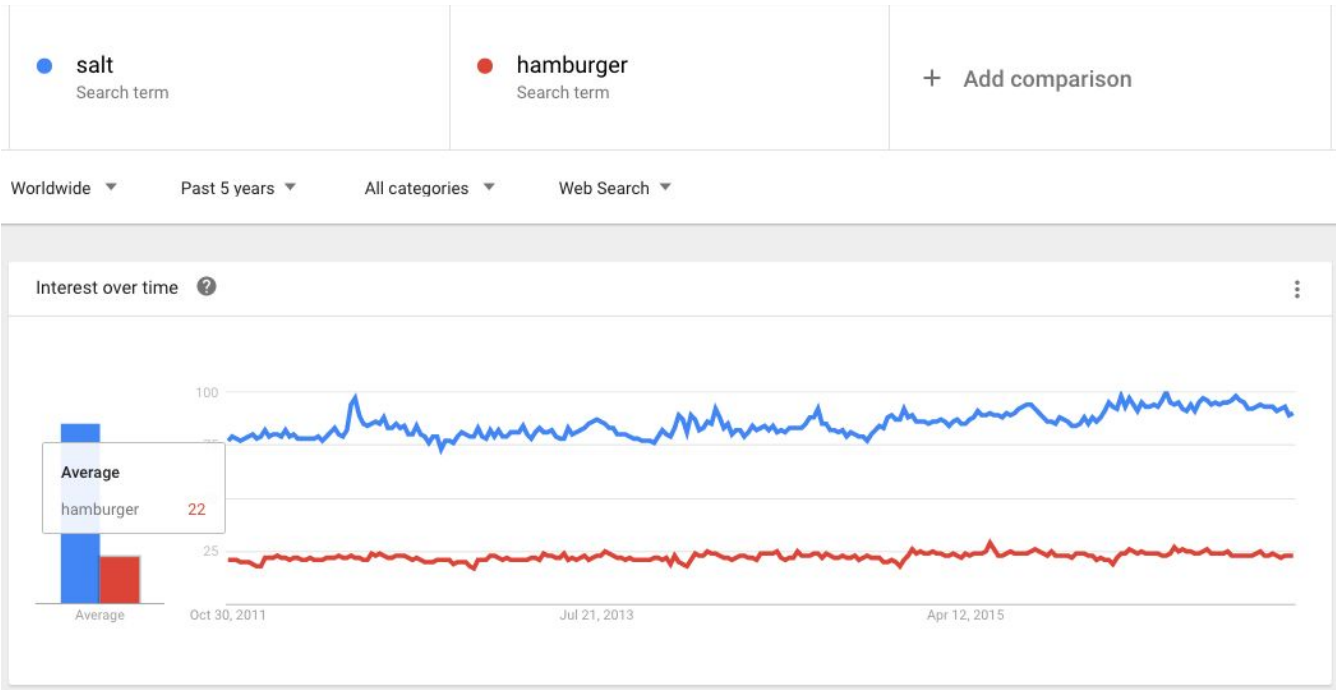
Below are the Google Trends comparisons for the last five years of the food items relative to HAMBURGER.

Notes:

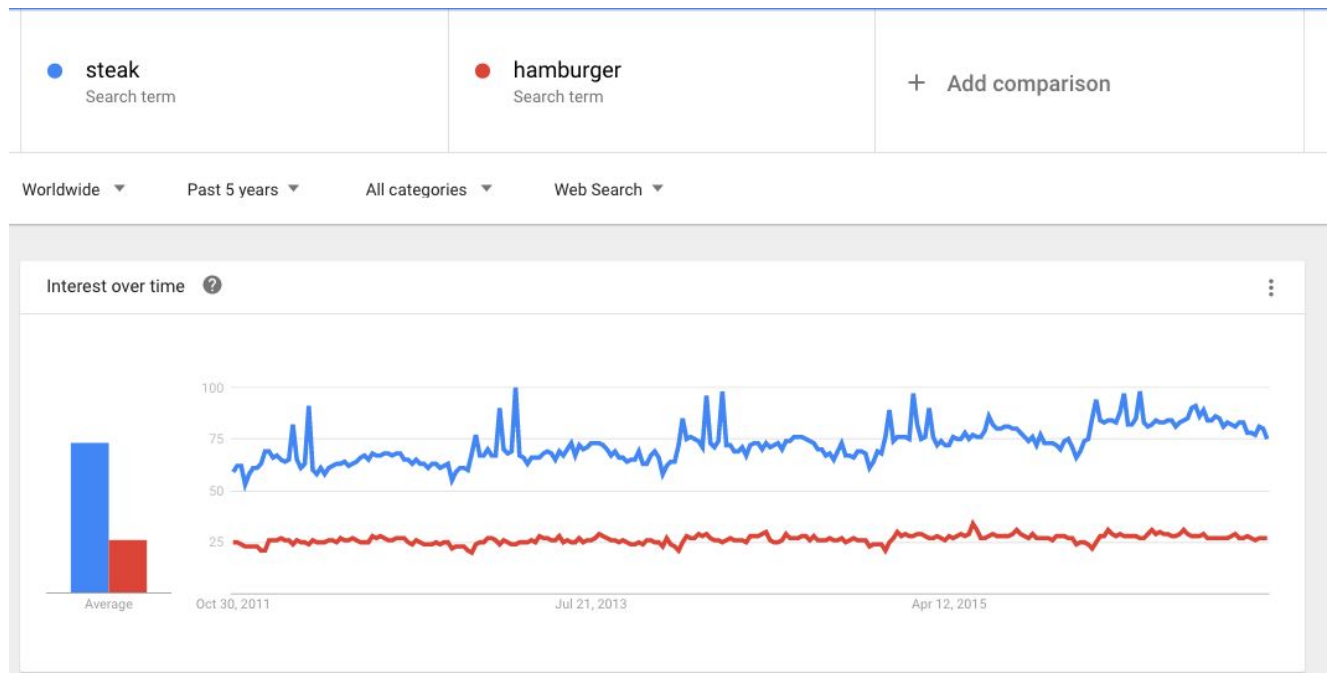
- HUMMUS is done in both ARABIC and ENGLISH
- SPINACH and KALE are each done separately to represent LEAFY GREENS.
- CANNED was used to approximate CANNED FOOD, which is perhaps slightly overcompassing, but is a rough indicator.

- SALT was chosen for SALT SHAKER, which over-encompassing, but not in a way that is discordant from general meaning of the emoji.
- Order was arranged for smoother page breaks and not according to the order in the first page.

SALT (More popular, but over-general term)



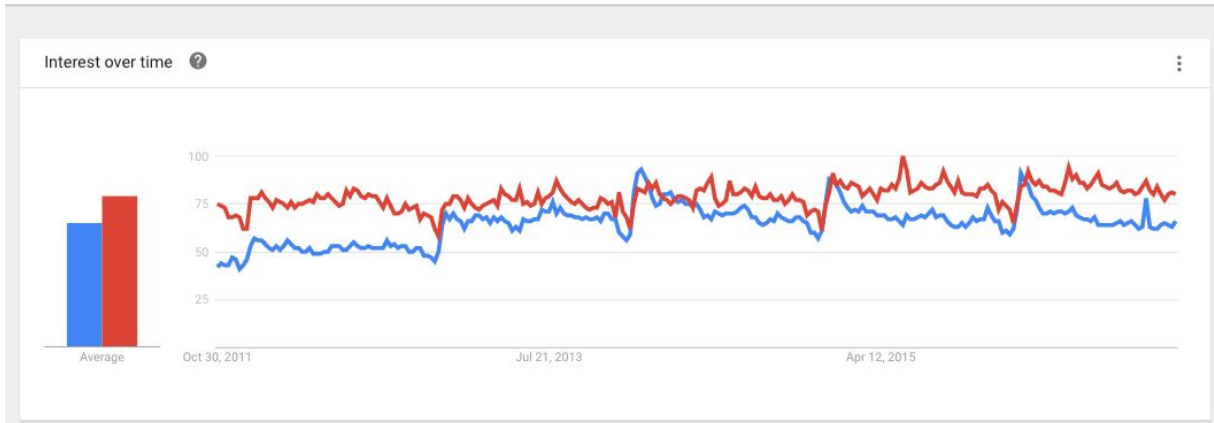
STEAK (Significantly more popular)



LEAFY GREEN
(KALE and SPINACH, separately)

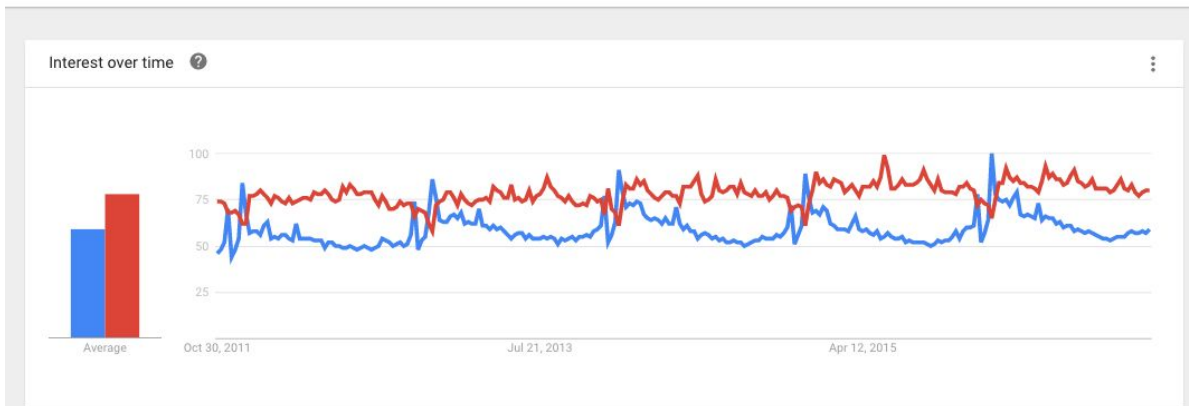
kale Search term	hamburger Search term	+ Add comparison
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Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

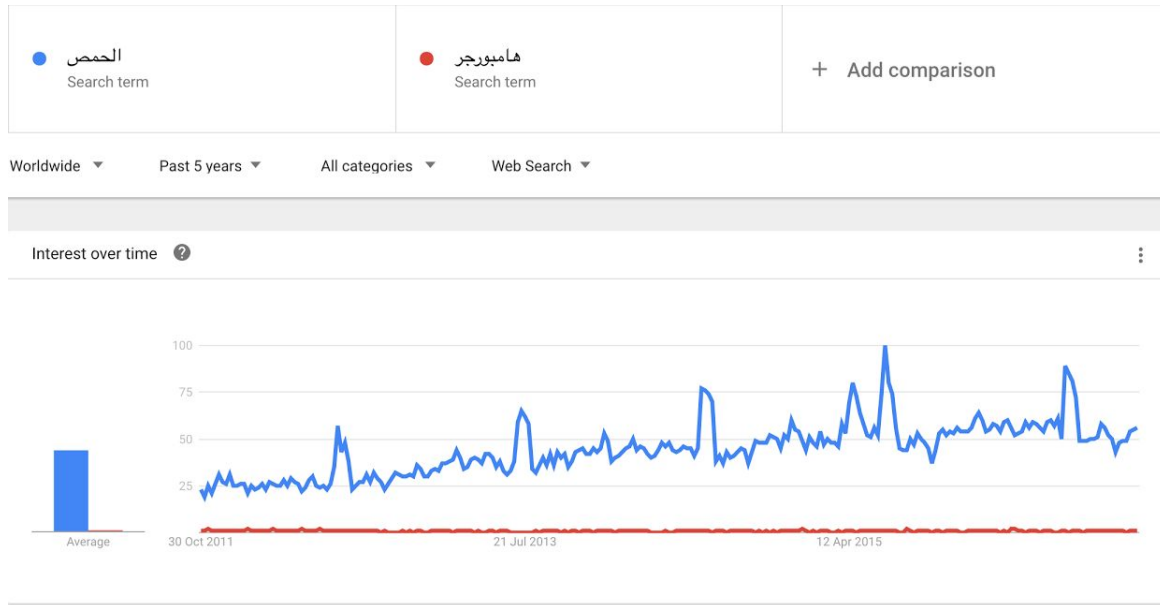


spinach Search term	hamburger Search term	+ Add comparison
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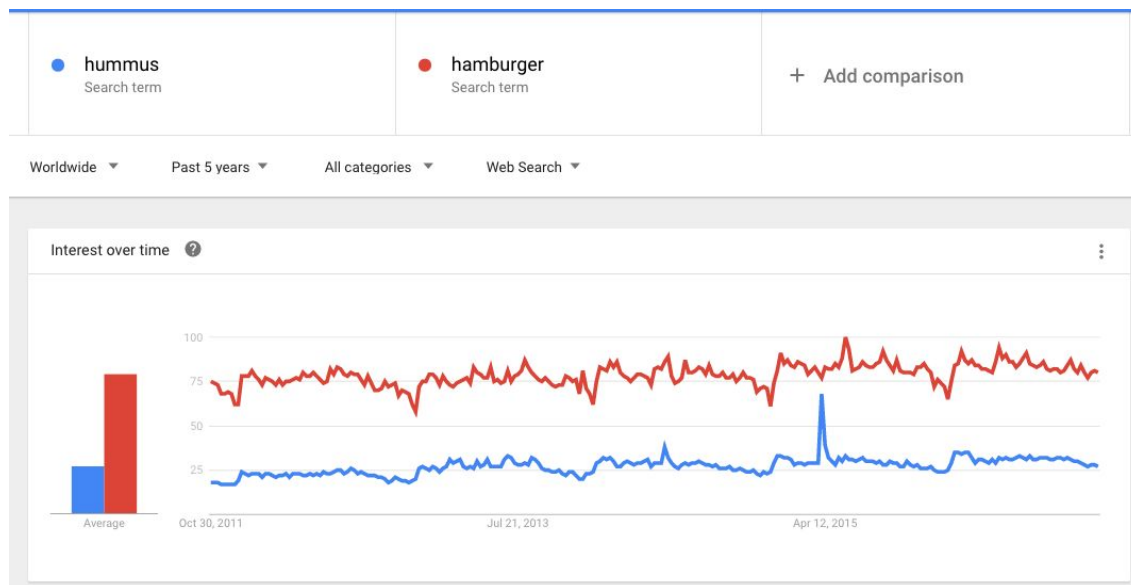
Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼



HUMMUS (الحمص), IN ARABIC (Significantly more popular)



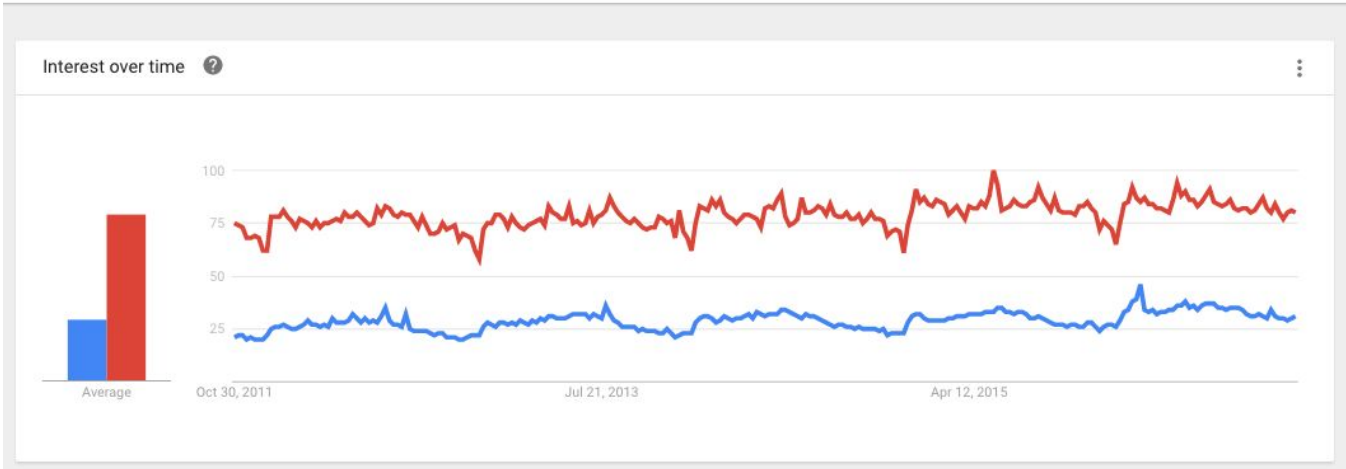
HUMMUS, IN ENGLISH. (Less popular)



LETTUCE/CABBAGE (less popular for LETTUCE, but equivalent with CABBAGE)

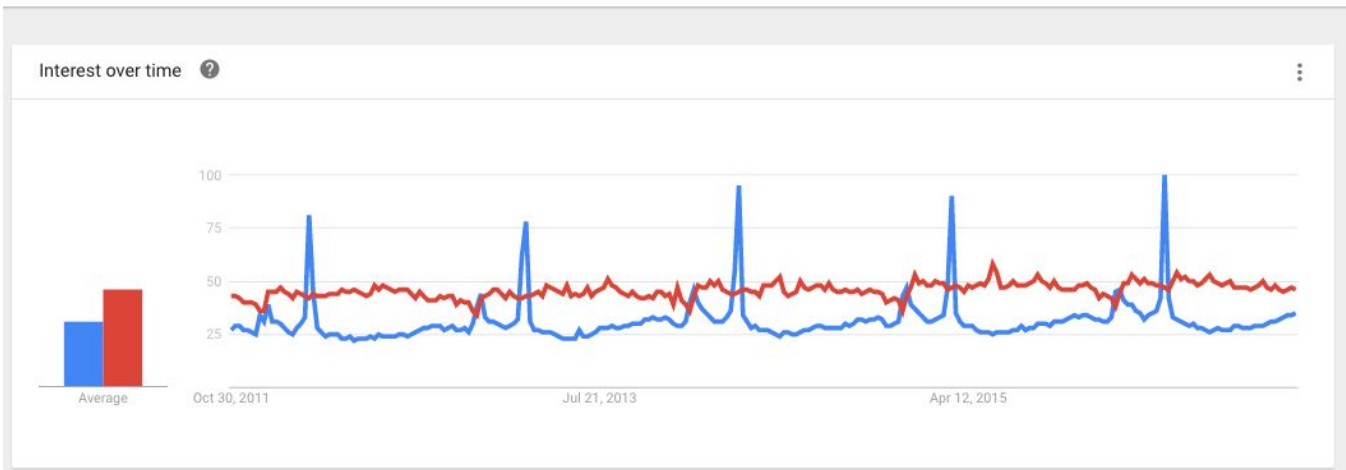
<p>● lettuce Search term</p>	<p>● hamburger Search term</p>	<p>+ Add comparison</p>
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Worldwide ▾ Past 5 years ▾ All categories ▾ Web Search ▾

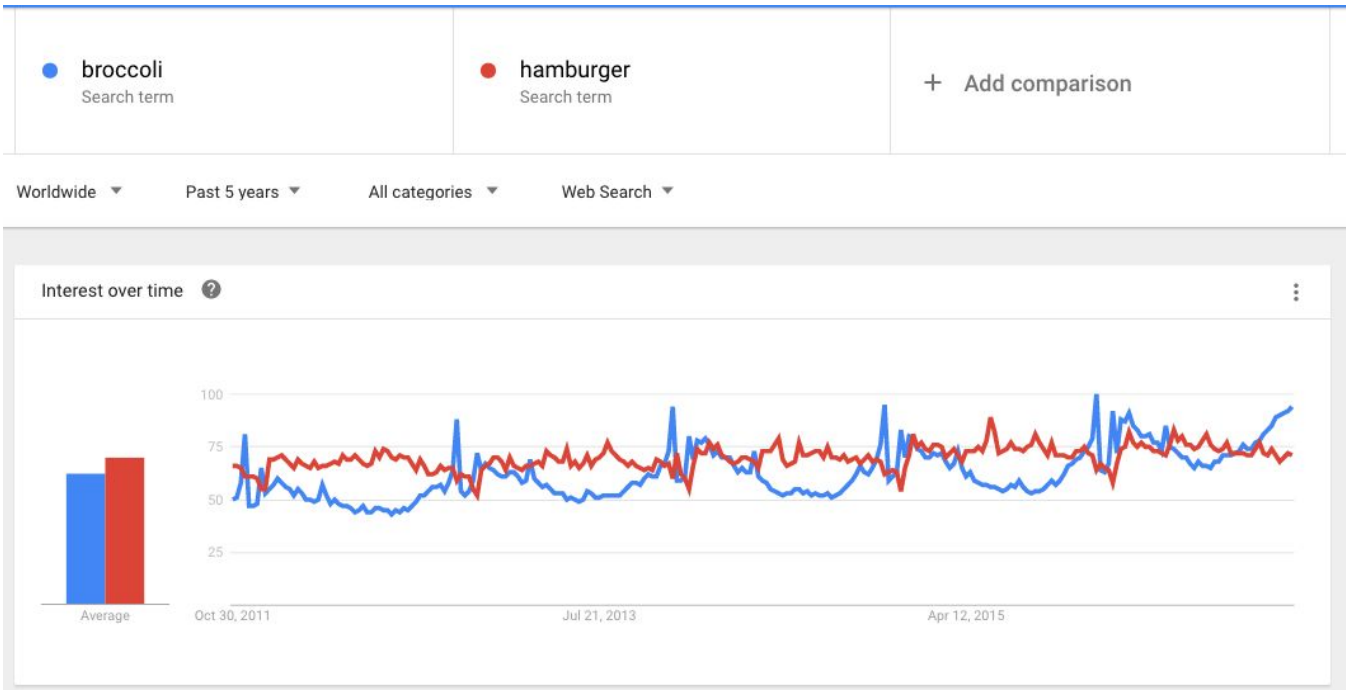


<p>● cabbage Search term</p>	<p>● hamburger Search term</p>	<p>+ Add comparison</p>
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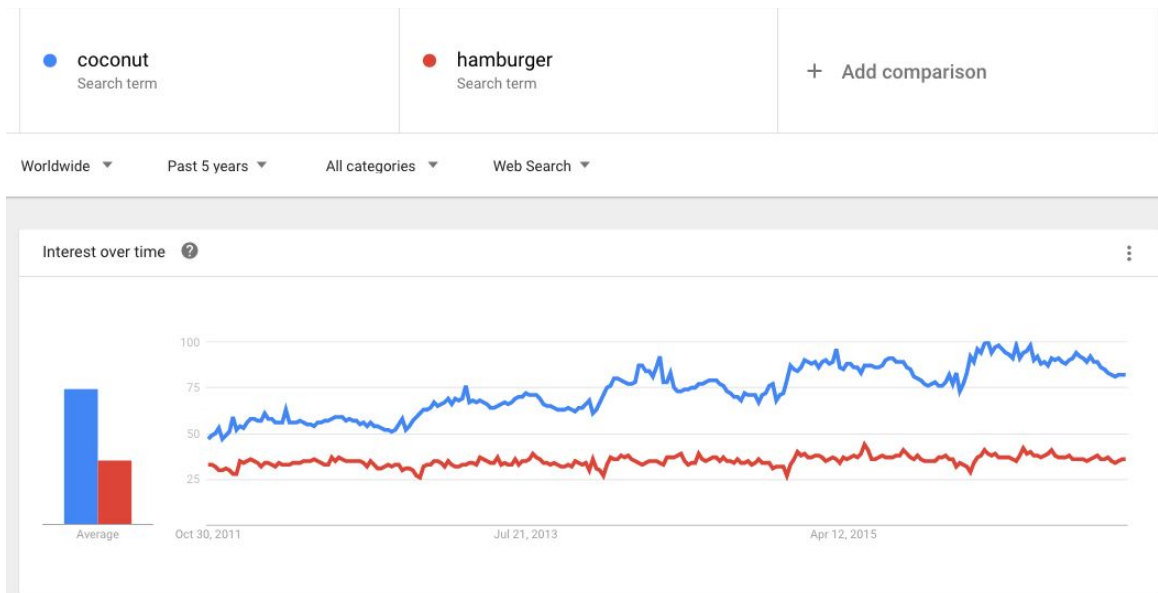
Worldwide ▾ Past 5 years ▾ All categories ▾ Web Search ▾



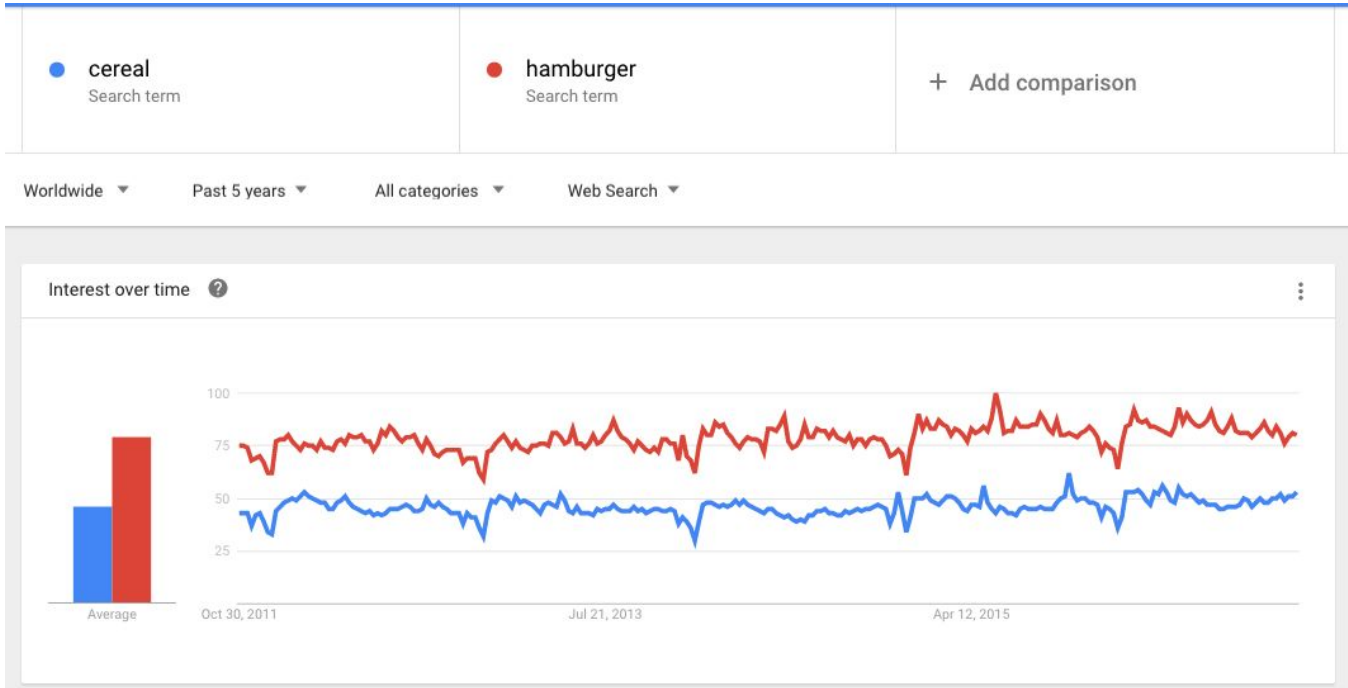
BROCCOLI (Roughly equivalent)



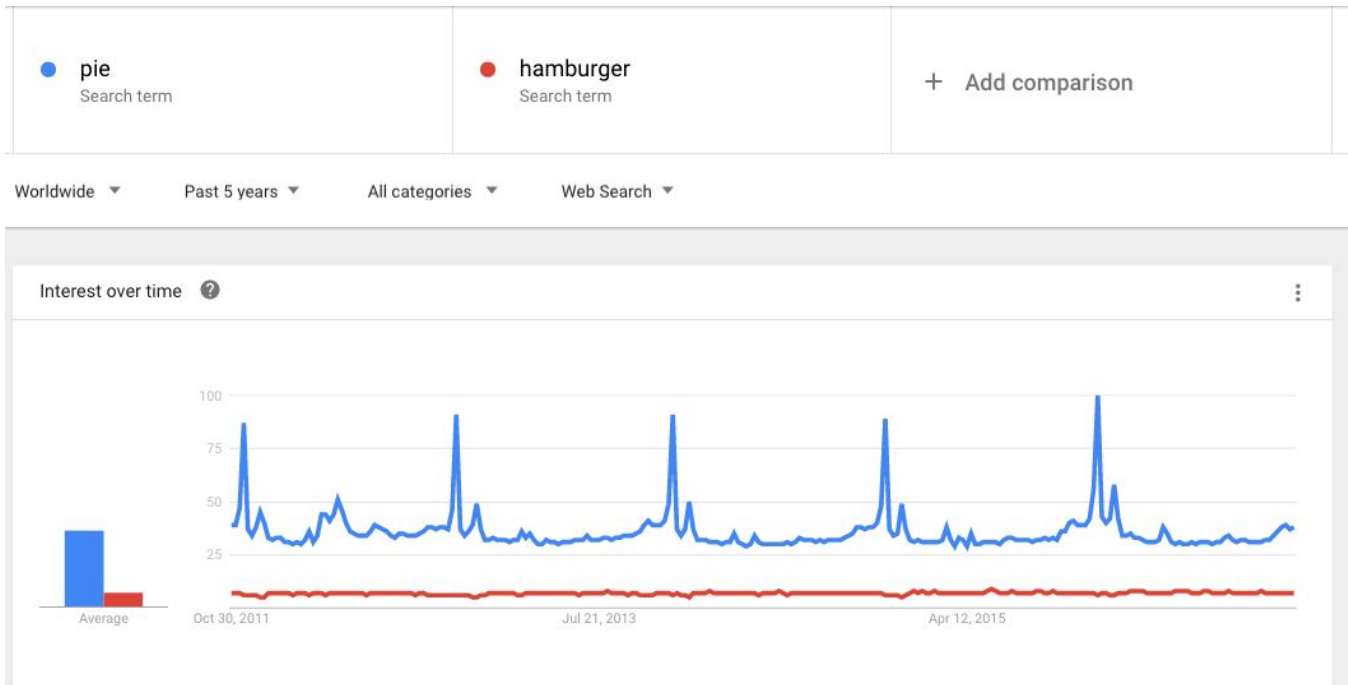
COCONUT (More popular)



CEREAL (Less popular)



PIE (Significantly more popular)



Multiple Usages

PRETZEL: Twisted, complicated.

CEREAL: Breakfast.

CANNED GOOD: Emergency food supplies, preserved good. Also “fired”, as in “You’re canned.”

PIE: Term of endearment, as in “Sweetie Pie”; sentimental value, “As American as Apple Pie.”

CABBAGE: “chou”, French for “darling.”

BAGEL: Jewish American culture, distinct from the religious meaning in the Star of David

Emotional Content

PIE: “Sweetie Pie”

CABBAGE: “chou”, French for “darling.”

BROCCOLI: healthy. “Eat your broccoli.”

Image Distinctiveness

All of these were chosen in large part because they are either visually incredibly distinctive with the following exceptions:

BAGEL: Similar to DONUT, however DONUT clearly has a frosting on it that makes it distinct, and definitely not bagel.

HUMMUS/DIP: While hummus is not itself, entirely visually distinctive, it can be made distinct from BOWL OF SOUP by showing something that can be dipped (PITA, CHIP, CRACKER).

Completeness

LETTUCE: Matches with tomato.

CUP WITH STRAW: Fills in the gap of BEER GLASS, WINE GLASS, CUP OF TEA/COFFEE, MARTINI GLASS, COCKTAIL GLASS. This would be allowed to represent cold, non-alcoholic drinks.

Frequently Requested

Most of these food emoji were selected from frequently requested lists compiled by media, Emojipedia or EmojiRequest. In the case of SALT SHAKER, which was previously considered, it was submitted multiple times as a proposal, which made us reconsider.

Factors for Exclusion

Overly Specific

The following were chosen because they represent a class of food: SANDWICH, LEAFY GREENS, LETTUCE/CABBAGE, HUMMUS/DIP, PIE, CANNED GOOD, CUP WITH STRAW, STEAK.

BAGEL, COCONUT and SALT SHAKER are more specific, but not overly specific and are high demand or have secondary meanings.

Open Ended

These food items were all chosen because they are highly requested and/or are expected to fill in gaps.

Already Representable

In general these food emoji were specifically selected because they were not otherwise represented visually among food emoji. Specifically, BROCCOLI, LEAFY GREENS and CABBAGE/LETTUCE fill in significant and noticeable gaps in vegetables.

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

This factor is not generally relevant as most of the foods we have chosen either occur in nature or are generic. However, one should note that there are some representations of CANNED FOOD that could overlap with brands and icons.

Transient

These foods all have significant history, some longer than others.

- The vegetables and fruit (CABBAGE, BROCCOLI, COCONUT and LEAFY GREEN) all have existed for millennia.
- SANDWICH, PRETZEL, BAGEL, STEAK, HUMMUS, all have existed for hundreds of years in relatively static design form.
- CANNED GOOD. Modern day canning dates back to around 1800. The vendor representation of the can can evolve should canning design change
- CUP WITH STRAW. The drinking straw was patented in 1888, while fountain drinks became popular in the post World War II period.
- SALT SHAKER. Salt and pepper shakers became popular in the 1930s, so they are less than a century old in their current form.
- PRETZEL. Dates back to at least the Middle Ages in Europe.

Other Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping: