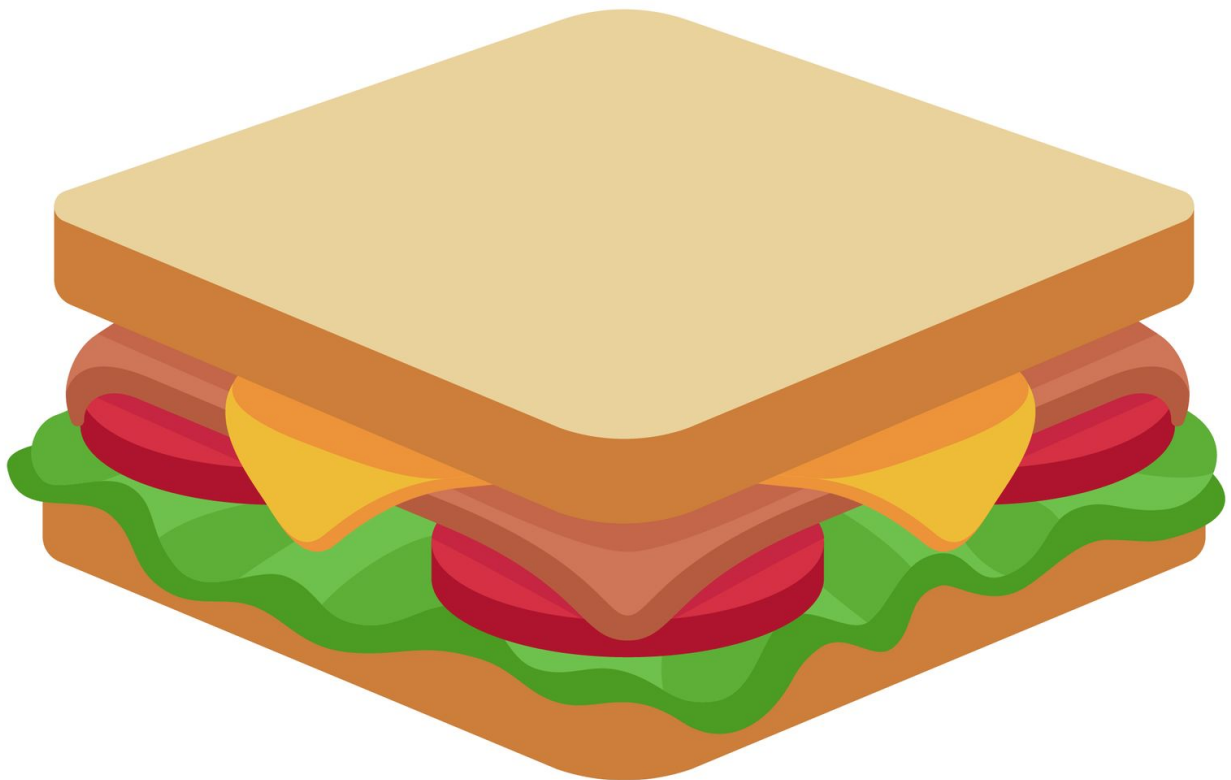


## Proposal for a Sandwich Emoji

**To:** Unicode Consortium

**By:** Nicholas Tomlin ([nicholas\\_tomlin@brown.edu](mailto:nicholas_tomlin@brown.edu)), Justin Bai ([justin\\_bai@brown.edu](mailto:justin_bai@brown.edu))

**Date:** October 29, 2016



### Abstract

This proposal advocates for the inclusion of a sandwich emoji as an official Unicode character. Despite the existence of a “Food and Drink” category on many emoji keyboards, the massive cross-cultural significance of sandwiches still cannot be represented with emoji.

## Introduction

Allegedly invented by John Montagu, 4th Earl of Sandwich in the 18th century, the sandwich, with its portable nature, has become a popular food item across the world with a rich history. In fact, going back to the 1st century BCE, Hillel the Elder made the first recorded "sandwich" by placing bitter herbs between pieces of matzoh<sup>1</sup>, known nowadays as the "hillel sandwich"<sup>2</sup>. The diverse nature of the sandwich would make the emoji for one flexible and able to adapt to represent different sandwiches and sandwich-like foods. Within Europe, Spain has the bocadillo, Italy has the panini, and France has the croque monsieur. In the United States, one will see peanut butter and jelly sandwiches, cheesesteaks, and Monte Cristos. Vietnam has the bánh mì, Japan has the  , Mexico has the torta, and the list goes on. Just as sandwiches are a global food, the emoji will find its place in the world.

## Factors for Inclusion

### Compatibility

The sandwich emoji does not currently appear on any major platforms, but a sub sandwich emoji was previously implemented by Twitter for Subway's #NationalSandwichDay advertising campaign. However, this was a temporary feature.

---

<sup>1</sup> [https://elt.oup.com/elt/students/headway/pdf/dyslexiafriendly/hwy\\_elem\\_reading\\_text\\_u8.pdf?](https://elt.oup.com/elt/students/headway/pdf/dyslexiafriendly/hwy_elem_reading_text_u8.pdf?)

<sup>2</sup> [http://www.newworldencyclopedia.org/entry/Hillel\\_the\\_Elder](http://www.newworldencyclopedia.org/entry/Hillel_the_Elder)



**SUBWAY® Canada** ✓  
@SUBWAYCanada



+ Follow

Love Emojis? So do we. Use the  
[#SaveLunchBreak](#) 🥪 and we'll add a  
sandwich to your tweet!  
[#NationalSandwichDay](#)



Facebook has also quietly implemented a sandwich emoji, although it cannot be used in Messenger or in regular Facebook posts. Instead, the emoji only appears as an option when you check-in to a restaurant or other food-related location.

Back

Check In

Skip

At Subway (539 Smith St, Providence, RI)



Q Eating Search



sandwich



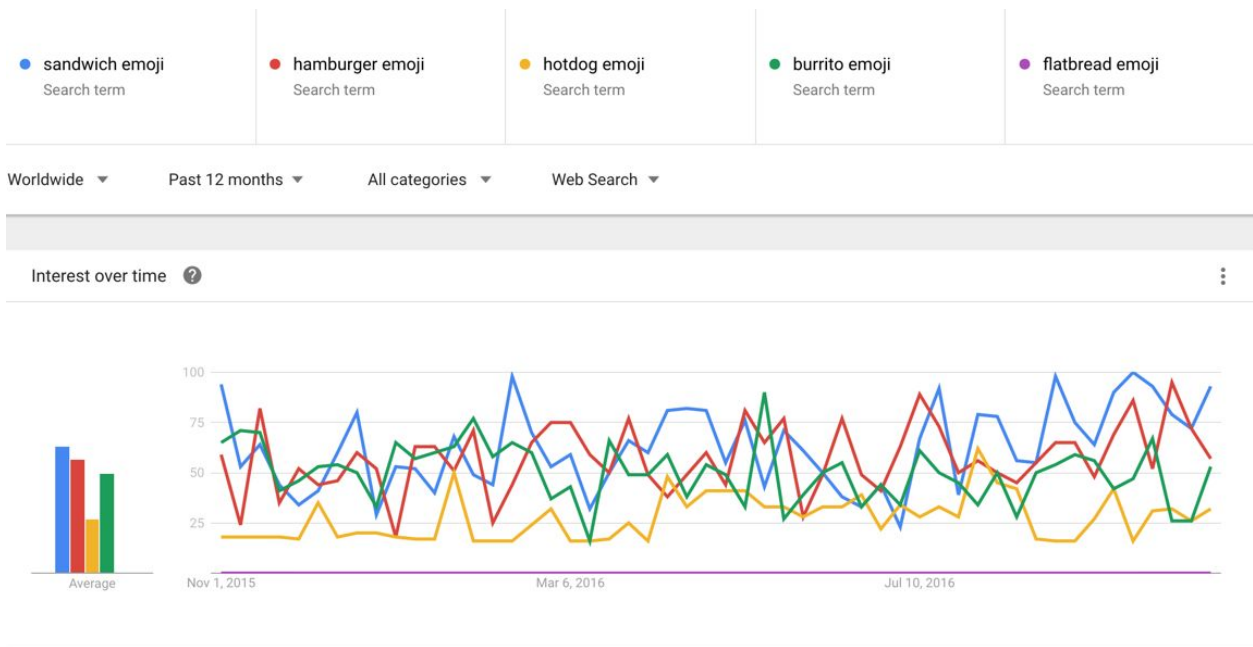
happy hour



ice cream

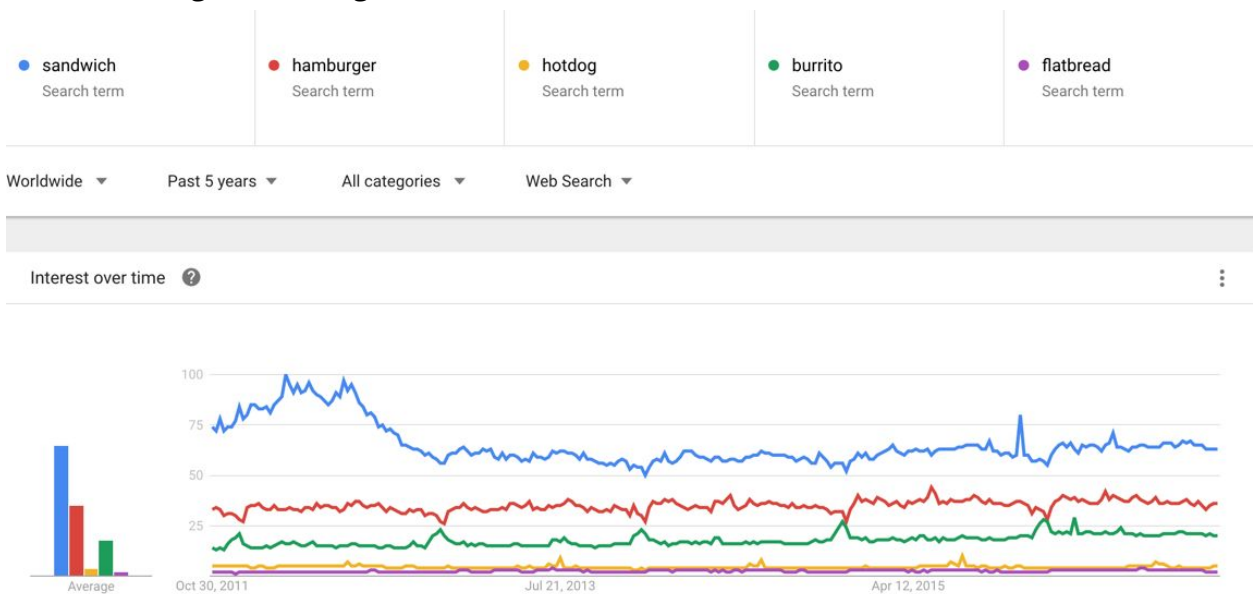
### Expected Usage Level

Google search trends reveal that the sandwich emoji is significantly more popular than similar but approved emoji, such as the hamburger, hotdog, burrito, and flatbread emojis. As one of the most popular types of food around the world, the sandwich has extremely high expected usage as an emoji.



## Frequency

As noted above, the sandwich emoji has widespread expected usage due to its popularity in Google search trends. Cross-culturally, sandwiches are more popular than hamburgers, hotdogs, burritos, etc.



## Multiple Usages

One important aspect of the sandwich emoji is that it has multiple usages. Other than the canonical savory-type sandwich, it could be combined with the ice cream emoji

to produce the meaning of the dessert food ice cream sandwich. In addition, can be used as a verb to mean to squeeze between two objects or entities. In calculus, there is a theorem known as the sandwich theorem.

### Persistence

The sandwich emoji is not at risk of becoming obsolete. The sandwich has been a popular food item for several centuries, and it will continue to be. While particular types of sandwiches, such as grilled cheeses or po' boys, may rise or decline in popularity, the concept of a sandwich will live on.

### Image Distinctiveness

While some emojis, such as the hamburger emoji, are similar in appearance to the proposed sandwich emoji, the hamburger is more specific and does not capture the widespread popularity of sandwiches. In addition, the shape of bread (rather than the hamburger bun) would make it visually distinctive.



### Completeness

N/A. There are similar emoji, such as the hamburger and burrito emojis, but all are much more specific than the sandwich emoji.

### Frequently Requested

The sandwich emoji was included in Business Insider's "[19 Emoji You Wish Existed](#)" article, and Deli Fresh Threads wrote [a blog post](#) complaining about the lack of a sandwich emoji. In it, the author claims that while burrito, taco, hamburger, and pizza emojis exist, the sandwich can only be represented by complex emoji chains:

- Grilled cheese =
- Turkey and cheese sandwich =

There are also numerous Twitter posts bemoaning the lack of a sandwich emoji, but perhaps the below Tweet best captures public opinion of the sandwich emoji:



## Factors for Exclusion

### Overly Specific

The sandwich is a very generic category, representing a diverse group of foods, from the Philadelphia cheesesteak to a PB&J. The emoji would be much less specific than similar emoji, such as the stuffed flatbread emoji, which was approved as part of Unicode 9.0.

### Open Ended

As noted above, the sandwich emoji would be more general than existing sandwich-like emojis, such as the hamburger, flatbread, etc. This would allow for greater range of expression than is previously allowed.

### Already Representable

As depicted above, the sandwich emoji could potentially be represented by using multiple bread emojis (e.g., 🍞🍞🍞). However, this is largely impractical and is not a widely accepted method of representing sandwiches.

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

The sandwich emoji is not constrained by branding or signage, but it would likely be used in advertising campaigns, such as the Subway example above.

## **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: