



Bowl of Cereal Emoji Submission

To: Unicode Consortium
From: Ricky de Laveaga, Jennifer 8. Lee,
Date: October 31, 2016

Abstract

This is a request for the inclusion of a bowl of cereal emoji. The bowl of cereal emoji would fill a void in the current food offerings contained in the current emoji set, enjoy broad appeal, and serve a multiplicity of use cases.

Introduction

From the ubiquity of Kellogg's Corn Flakes:

[...] created by Dr. John Harvey Kellogg in 1894 as a food that he thought would be healthy for the patients of the Battle Creek Sanitarium in Michigan where he was superintendent.¹

...to celebrities such as Wilford Brimley hawking the likes of Quaker Oats, athletes who ate their Wheaties, and countless animated cartoon mascots; ads for cereal alone and their accompanying jingles are etched into our consciousness in the age of radio, television, and the internet. Slogans like "Breakfast of Champions" continue to spread beyond their original meanings and traverse all aspects of culture such that the Wikipedia page must itself disambiguate between the novel by Vonnegut, its movie, and Wheaties, the breakfast cereal the phrase was originally coined for.²

¹ [Corn flakes - Wikipedia](https://en.wikipedia.org/wiki/Corn_flakes) - <https://en.wikipedia.org/wiki/Corn_flakes> (Accessed 30 October 2016)

² [Breakfast of Champions - Wikipedia](https://en.wikipedia.org/wiki/Breakfast_of_Champions) - <https://en.wikipedia.org/wiki/Breakfast_of_Champions> (Accessed 30 October 2016)

"This article is about the novel. For the movie, see [Breakfast of Champions \(film\)](#). For the breakfast cereal, see [Wheaties](#)."

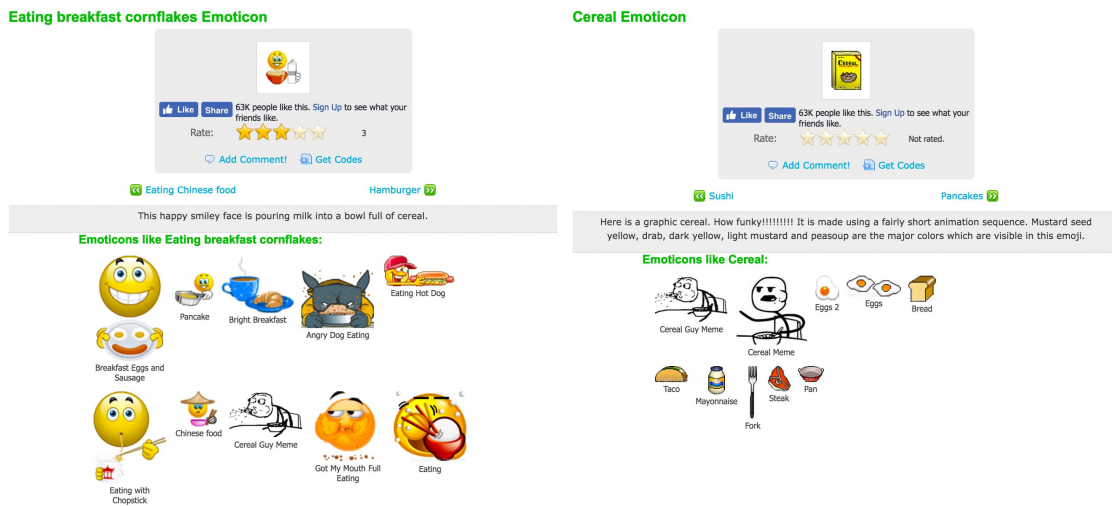
Beyond the brand name cereals exist the plethora of granolas, muesli, porridges, and the multitude of other starches and grains served in bowls both hot and cold, with a seemingly endless variety of spices and sweeteners along with the usual but optional water, milks, creams, or sometimes other more exotic liquids.

The only constant may be the humble bowl itself, the simplest and most primal serving dish, justifying the bowl's inclusion in this emoji representation. As a dish, taste profiles of cereal run the gamut. Even more than one of the most varied and frequently consumed foods throughout the world, with South American quinoa breakfast porridge and Asian varieties like congee, a “comforting porridge, often eaten for breakfast in China and other parts of Asia mixed with fish or meat,”³ this staple has become synonymous (perhaps aided through the aforementioned efforts of food corporations and their advertisers), with the concept of a healthy breakfast, the pillar of a good diet: Starting the day off right by eating the first of many frequent small meals.

Factors for Inclusion

A. Compatibility

No needs for compatibility with high-use emoji in existing systems are known to the authors. Cereal gifs and memes are prolific and fascinating and typically feature a bowl of some sort:⁴



“Eating breakfast cornflakes emoticon” and “Cereal emoticon” and related suggestions from Sherv.NET “Emoticons and Smileys for Facebook/MSN/Skype/Yahoo”

³ [Congee \(Rice Porridge\) Recipe | SAVEUR](http://www.saveur.com/article/Recipes/Congee-Rice-Porridge) - <<http://www.saveur.com/article/Recipes/Congee-Rice-Porridge>> (Accessed 30 October 2016)

⁴ [Eating breakfast cornflakes emoticon | Emoticons and Smileys for Facebook/MSN/Skype/Yahoo](http://www.sherv.net/breakfast-emoticon-1159.html) - <<http://www.sherv.net/breakfast-emoticon-1159.html>> (Accessed 30 October 2016)

[Cereal emoticon | Emoticons and Smileys for Facebook/MSN/Skype/Yahoo](http://www.sherv.net/cereal-emoticon-6675.html) - <<http://www.sherv.net/cereal-emoticon-6675.html>> (Accessed 30 October 2016)



A search for bowl of cereal on Noun Project turns up 1647 icons.⁵

B. Frequency

1. Expected Usage

The expected usage of the bowl of cereal emoji is massive. The healthy breakfast connotation falls into the 70% of emoji sent that can be categorized as positive images.⁶ It may even be used as a shorthand or direct prompt to encourage healthy eating habits, or lampoon their media identities as Vonnegut did in his novel's title. Though cereal is not only for breakfast, it would also help occupy a semantic gap in the food-prepared category in Emoji Ordering, v3.0.⁷

Bowl of cereal might be best sorted after U+1F373 cooking, typically represented as a cracked egg in a frying pan,⁸ which would maintain coherency as fried eggs are a morning meal themselves, slightly less common than cereal, an ABC News poll finds:⁹

Cold cereal [...] tops the list of most common breakfast foods, cited by 31 percent of those who eat breakfast. About two in 10 usually eat eggs (with or without bacon or ham) and just over one in 10 usually have a bagel, toast, muffins or pastry.

⁵ [Noun Project Search - "bowl of cereal"](https://thenounproject.com/search/?q+=bowl+of+cereal) - <<https://thenounproject.com/search/?q+=bowl+of+cereal>> (Accessed 30 October 2016)

⁶ [Canadians Love Poop, Americans Love Pizza: How Emojis Fare Worldwide : All Tech Considered : NPR](http://www.npr.org/sections/alltechconsidered/2015/04/27/402003080/canadians-love-poop-americans-love-pizza-how-emojis-fare-worldwide) - <<http://www.npr.org/sections/alltechconsidered/2015/04/27/402003080/canadians-love-poop-americans-love-pizza-how-emojis-fare-worldwide>> (Accessed 30 October 2016)

⁷ [food-prepared - Emoji Ordering, v3.0](http://www.unicode.org/emoji/charts/emoji-ordering.html#food-prepared) - <<http://www.unicode.org/emoji/charts/emoji-ordering.html#food-prepared>> (Accessed 30 October 2016)

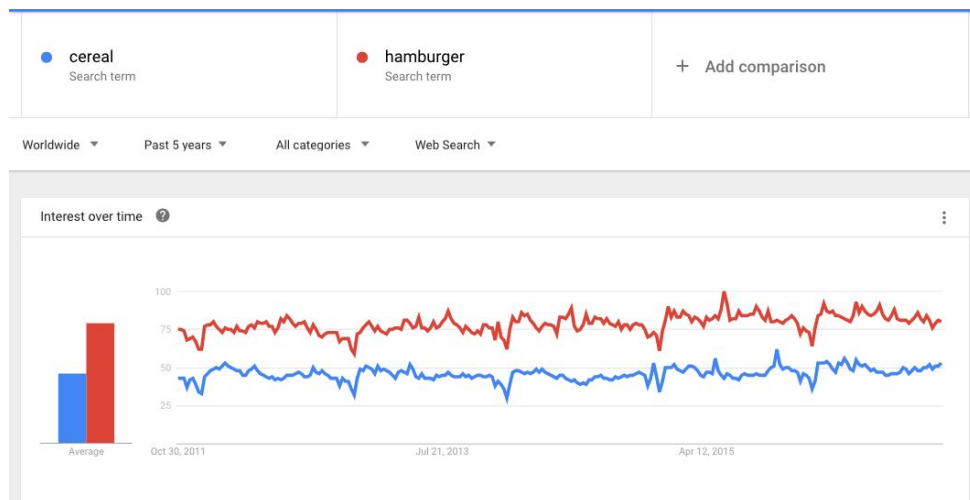
⁸ [U+1F373 cooking - Full Emoji Data, v3.0](http://www.unicode.org/emoji/charts/full-emoji-list.html#1f373) - <<http://www.unicode.org/emoji/charts/full-emoji-list.html#1f373>> (Accessed 30 October 2016)

⁹ [POLL: What Americans Eat for Breakfast - ABC News](http://abcnews.go.com/GMA/PollVault/story?id=762685) - <<http://abcnews.go.com/GMA/PollVault/story?id=762685>> (Accessed 30 October 2016)

With the addition of U+1F95D kiwi fruit, U+1F951 avocado, U+1F950 croissant, U+1F956 baguette bread, U+1F95E pancakes, U+1F953 bacon, and U+1F95A egg in 2016; U+1F32E taco and U+1F32F burrito in 2015; and U+1F35E bread, U+1F355 pizza, and U+1F369 doughnut going back to 2010; it would seem cereal is the odd breakfast food out in current offerings from a frequency perspective. This placement next to U+1F373 cooking could help reinforce possible annotations such as:

- bowl
- breakfast
- cereal
- congee
- granola
- muesli
- oatmeal
- porridge

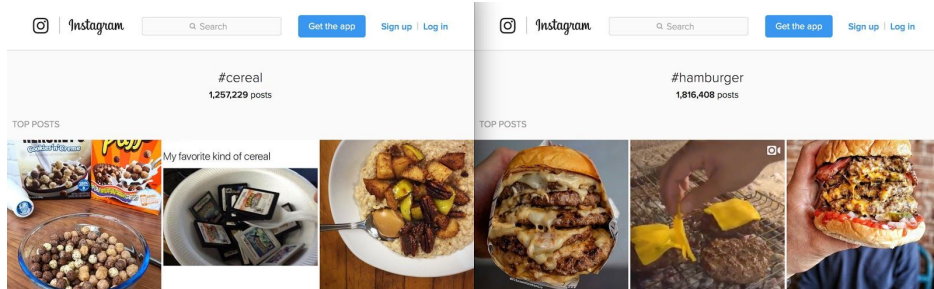
This placement would also keep bowl of cereal nearby other kindred food items in food-prepared and food-asian like U+1F958 shallow pan of food, U+1F372 pot of food, U+1F35A cooked rice, and U+1F35C steaming bowl. Steaming bowl may be the most similar from an estimated usage standpoint, and iEmoji.com places steaming bowl's Twitter emoji popularity rank at 482 of 1679.¹⁰



Current Google Trends ratio for cereal to hamburger is a respectable 0.58:1 worldwide for the past 5 years.¹¹

¹⁰ [Steaming Bowl Emoji \(U+1F35C/U+E340\) iEmoji.com](http://www.iemoji.com/view/emoji/442/food-drink/steaming-bowl) - <http://www.iemoji.com/view/emoji/442/food-drink/steaming-bowl> (Accessed 30 October 2016)

¹¹ [cereal, hamburger - Google Trends](https://www.google.com/trends/explore?q=cereal,hamburger) - <https://www.google.com/trends/explore?q=cereal,hamburger> (Accessed 30 October 2016)



Current Instagram ratio for #cereal to #hamburger is a very respectable 0.69:1

2. Multiple Usages



A sample of the creations and process of Jessica Siskin, misterkrisp, (@mister_krisp on Instagram)

Perhaps one of the most prolific future users of bowl of cereal is Jessica Siskin, Misterkrisp,¹² and her army of adoring fans that include Refinery 29, Good Housekeeping, dessert

¹² [misterkrisp jessica siskin \(@mister_krisp\) • Instagram photos and videos](https://www.instagram.com/mister_krisp/) - https://www.instagram.com/mister_krisp/ (Accessed 30 October 2016)

connoisseurs, social media mavens, and emoji aficionados alike.¹³ Her culinary oeuvre has an *Inception*-style, meta-level aspect when it comes to this proposal, as she often creates edible emoji from breakfast cereal, specifically Rice Krispies and melted marshmallows, using yellow food coloring for the familiar tone of the smileys. Rice Krispies, in a commendable bit of emoji marketing, seized on the trend in 2015, including Jessica in a special promotion for their #Treats4Toys donation drive in partnership with Toys for Tots.¹⁴

Misterkrisp is not the only culinary artist blowing up on Instagram with emoji cereal art, Heather+Hannah of Fresh Heather are another fine example.¹⁵



Two creations from Fresh Heather: Heather+Hannah (@fresheather on Instagram)

¹³ [Fashion Rice Krispies Treats: Our New Instagram Obsession](http://www.refinery29.com/misterkrisp#slide) - <<http://www.refinery29.com/misterkrisp#slide>> (Accessed 30 October 2016)

[How to Make the Most Epic Rice Krispies Treats: Rice Krispies + cake mix = woah.](http://www.goodhousekeeping.com/food-recipes/dessert/a35855/how-to-make-the-best-rice-krispies-treats-ever/) - <<http://www.goodhousekeeping.com/food-recipes/dessert/a35855/how-to-make-the-best-rice-krispies-treats-ever/>> (Accessed 30 October 2016)

[Jessica Siskin's @Mister_Krisp Instagram Makes Magic Out of Rice Krispie Treats](https://www.bustle.com/articles/50756-jessica-siskins-mister-krisp-instagram-makes-magic-out-of-rice-krispie-treats) - <<https://www.bustle.com/articles/50756-jessica-siskins-mister-krisp-instagram-makes-magic-out-of-rice-krispie-treats>> (Accessed 31 October 2016)

¹⁴ [Rice Krispies Emoji Treats By Jessica Siskin aka "Misterkrisp" - About.com Food](http://kidscooking.about.com/od/rice_crispy_treats_recipes/ss/Rice-Krispies-Holiday-Emoji-Treats.htm#showall) - <http://kidscooking.about.com/od/rice_crispy_treats_recipes/ss/Rice-Krispies-Holiday-Emoji-Treats.htm#showall> (Accessed 30 October 2016)

[Make A Treat, Share A Picture And Give A Toy With Kellogg's® Rice Krispies® This Holiday Season](https://ycharts.com/news/story/PRN-CG54285) - <<https://ycharts.com/news/story/PRN-CG54285>> (Accessed 30 October 2016)

¹⁵ [Fresh Heather: Heather+Hannah \(@fresheather\) • Instagram photos and videos](https://www.instagram.com/fresheather/) - <<https://www.instagram.com/fresheather/>> (Accessed 30 October 2016)

[Emoji Rice Krispies Treats | POPSUGAR Food](http://www.popsugar.com/food/Emoji-Rice-Krispies-Treats-41193099) - <<http://www.popsugar.com/food/Emoji-Rice-Krispies-Treats-41193099>> (Accessed 30 October 2016)

These cereal artists epitomize the breadth and broadness of meaning the bowl of cereal emoji will convey, and a testament to its potential multiplicity of meaning and interpretation, along with its ability to express even more conceptually and in abstract senses, both alone and in conjunction with other emoji.

C. Image Distinctiveness

A bowl of cereal emoji would be visually distinct from any current emoji and immediately recognizable symbolically. Bowl of cereal is unique in its perspective, shape, and depth from the closest existing emoji, U+1F958 shallow pan of food, U+1F372 pot of food, U+1F35A cooked rice, and U+1F35C steaming bowl. The inclusion of the bowl and spoon further recognition, and reinforce its distinctiveness from other emoji. All of these factors add up to expressiveness not limited by or specific to varying cultural understandings of the many flavors and preparations of cereal around the world.

D. Completeness

As mentioned in B1, cereal “tops the list of most common breakfast foods, cited by 31 percent of those who eat breakfast,” in polls like the ABC one.¹⁶ It would broaden the currently limited representation in food-prepared and comfortably find its place beside other less healthy breakfast options already included (like pizza, bacon, or sugary pastries like doughnut), other healthy breakfast options (like various fruits and grain foods), and other globally universal prepared foods like spaghetti, steaming bowl, curry rice, pot of food, shallow pan of food, and cooking.

E. Frequently Requested

The bowl of cereal emoji has been pre-identified as a frequently requested emoji, and is therefore part of our Omnibus Food Emoji Proposal for Unicode 10.

Factors for exclusion:

F. Overly Specific

The bowl of cereal emoji would not be overly specific. The design would imply “cereal” as indicative of a larger category with many subcategories and idiomatic symbolism rather than a specific type of cereal, or a bowl filled with cereal specific to only one given regional situation. The contents of the bowl are purposefully ambiguous enough to so it could be understood to represent all varieties, and not necessarily specific to one cultural interpretation of cereal.

¹⁶ [POLL: What Americans Eat for Breakfast - ABC News](http://abcnews.go.com/GMA/PollVault/story?id=762685) - <<http://abcnews.go.com/GMA/PollVault/story?id=762685>> (Accessed 30 October 2016)

G. Open-Ended

The bowl of cereal emoji is universal yet specific, and would not be adding to a group. It references a concrete object and experience many people have or come across every morning, some multiple times a day, especially programmers.



Matthew Lillard as Cereal in *Hackers* (1995)¹⁷

H. Already Representable

Bowl of cereal cannot be represented with an existing emoji or combination of emoji. Many concepts surrounding it are not able to be expressed without it, including anomalies of meaning that transcend culinary, art, and popular culture fields.

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

Bowl of cereal is accessible and open to all and is not confined by logos or branding, evidence of care taken in this regard can be found in the construction of the example glyph at the top of page 1 and the effort made in the subsequent pages to establish the universality that envelops the world of media and branding around cereal.

J. Transient

A food item recognizable across the globe for generations is not a passing fad. Bowl of cereal will continue to endure as long as humans can grow crops and make bowls.

¹⁷ [Pictures & Photos of Cereal - IMDb](http://www.imdb.com/media/rm1852645120/ch0364217) - <<http://www.imdb.com/media/rm1852645120/ch0364217>> (Accessed 31 October 2016)