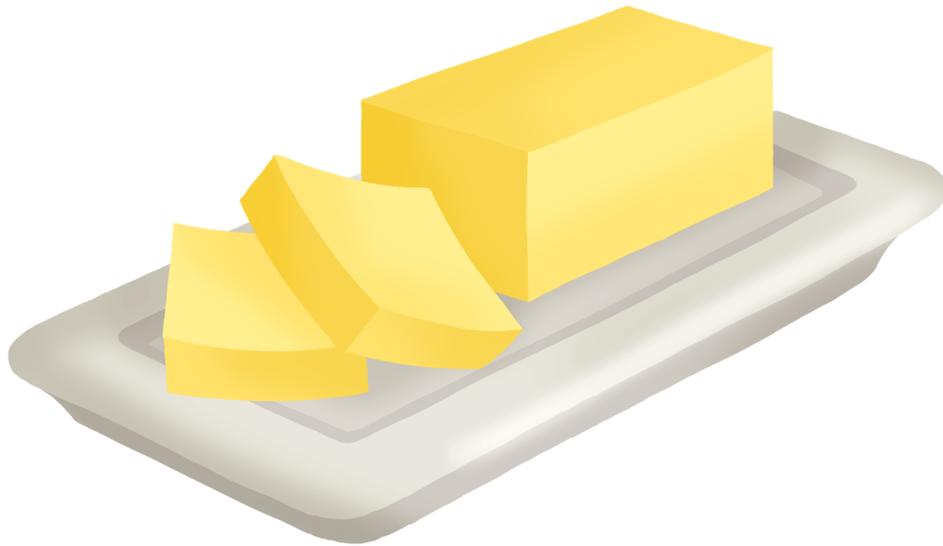


Proposal for BUTTER Emoji

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Aphee Messer/Emojination. Free for use in context of this proposal

1. Abstract

This proposal requests the addition of BUTTER emoji to the Unicode emoji library. BUTTER is a dairy product which is made by churning cream or milk to separate butterfat from buttermilk. With a fat content of 80 percent and more, BUTTER in its various forms is enjoyed around the globe as a condiment, spread and frying agent, as well as a flavorful ingredient in baked goods, sauces, and desserts. With a rich history dating back several thousand years, BUTTER has been recognized for its central role as a highly nutritious and durable food product, international delicacy, early trade good, and for its health-promoting benefits. Inherently interlinked with the vital macronutrient fat, adding BUTTER enriches the emoji library with a multicultural and highly historical favorite of gourmet- and everyday-cuisine alike.

2. Introduction

Valued as a pantry staple and exquisite delicacy alike, BUTTER has lubricated the popular imagination in the arts, culinary cuisine, and everyday life.

Derived from the Greek word *bouturon* that means cow (Greek: *bous*) + cheese (Greek: *turos*)¹, the word “butter” describes a high in fat, spreadable dairy product most commonly produced from cow’s milk, but also other animal dairy products such as goat’s milk or sheep’s milk. Yet, the spread of the word is not limited to dairy.

The word is commonly used to refer to vegetable and fruit, as well as seed and nut products, such as apple butter, peanut butter, or almond butter. The beauty industry frequently advertises especially rich products as butter, such as body butter, lip butter, or shea butter, calling to mind the product’s creamy consistency. The word is quite literally the bread and butter of many expressions in the English language. *To butter someone up* means flattering someone. *To look as if butter wouldn’t melt in one’s mouth* refers to someone who appears innocent while typically being the opposite. *Bread and butter* describes a means of subsistence and is used to describe simple but essential topics.

As rich as the different meaning of the word “butter” is its history. The origin of BUTTER date back to the beginning of cattle-breeding around 8000 years ago. While it is not known when and where butter was produced for the first time, historians hypothesize that BUTTER was invented accidentally, when milk was being transported during longer journeys and solidified from shaking.² One of the first mentioning of BUTTER in writing dates back to the old testament at around 3000 BC in Solomon’s “For the churning of milk bringeth forth butter” (Proverbs 30:33)³.

BUTTER consumption spread widely across Europe during the Middle Ages. At first BUTTER was considered a common food, consumed primarily among peasants - yet, the English and French upper class developed a taste for the dairy product. High in demand yet scarce in supply, Napoleon the III offered a generous prize for whom succeeded in developing an inexpensive substitute - the hour of birth for margarine.⁴ With the Industrial Revolution the production of BUTTER became more and more efficient, resulting in a commercialization of the dairy industry, and a rise in international BUTTER consumption.⁵

¹ Beekes, Robert Stephen Paul, and Lucien Van Beek. *Etymological dictionary of Greek*. Vol. 2. Leiden: Brill, 2014

² <http://chemieplanet.org/wiki/Butterherstellung>

³ <http://biblehub.com/proverbs/30-33.htm>

⁴ <https://behind-the-french-menu.blogspot.co.uk/2012/06/napoleon-iii-andmargarine.html>

⁵

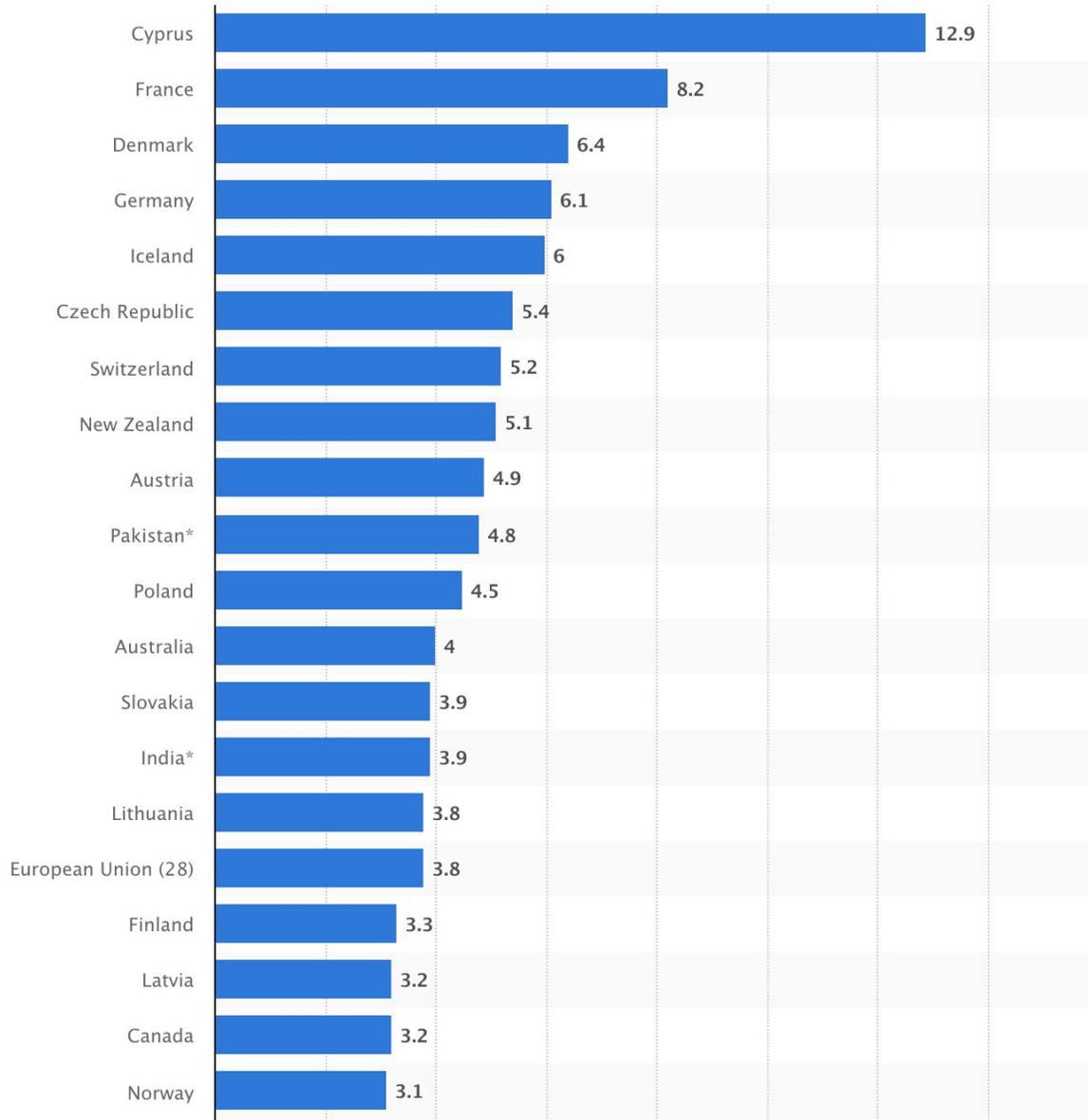
http://www.slate.com/articles/technology/technology/2012/11/butter_churn_technology_how_it_advanced_over_time_and_why_it_didn_t_advance.html

In the the 20th century BUTTER came under increasing scrutiny when its high levels of saturated fats were linked to chronic heart disease and obesity. The level of BUTTER consumption dropped, with many people opting for margarine as a substitute, which then was considered a healthier alternative.⁶ Increasingly, research recognizes the healthy benefits of fats - that had been villainized by dietitians for decades - with some crowing grass-fed BUTTER the new superfood.⁷ With increasing demand, and dairy supply shortages, BUTTER prices have hit an all time high.⁸

⁶ <https://www.health.harvard.edu/staying-healthy/butter-vs-margarine>

⁷ <http://www.dairymoos.com/why-butter-is-a-superfood/>

⁸ <https://www.ft.com/content/8550f05a-6649-11e7-8526-7b38dcaef614>



Per capita butter consumption in 2016, Top 20, Source: Statista

3. Names

CLDR Short Name: butter

CLDR Keywords: butter, margarine, ghee, spread, cream, dairy

4. Selection Factors: Inclusion

A. Compatibility

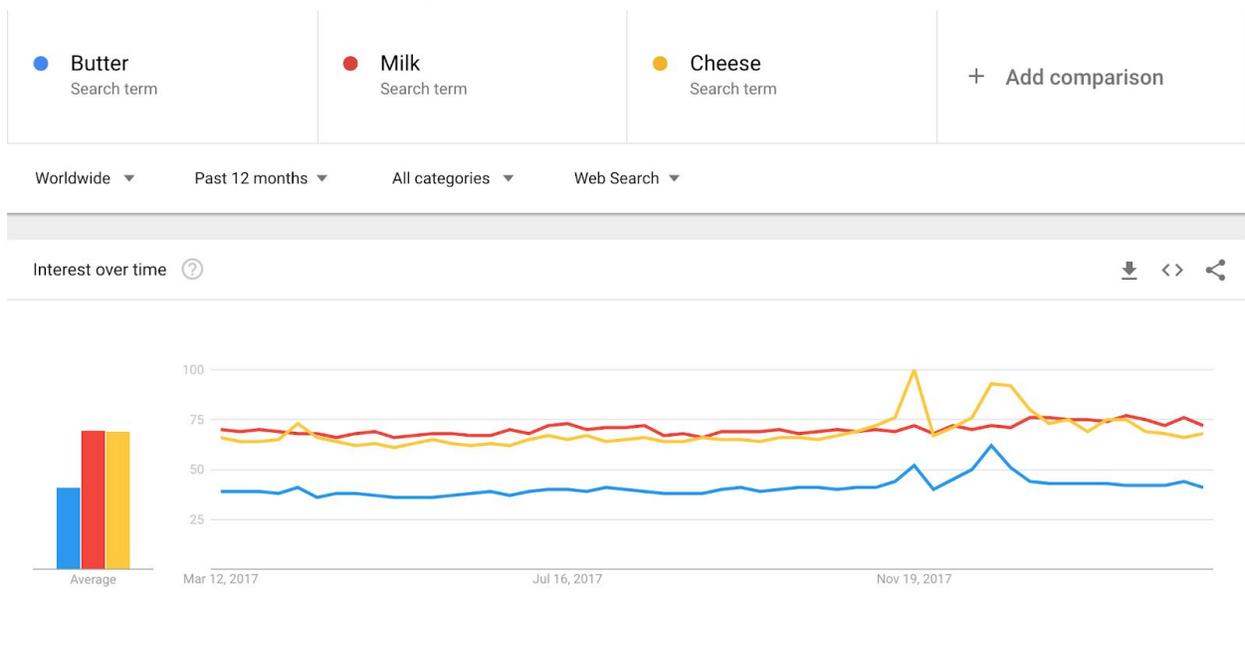
Despite numerous requests for a BUTTER emoji, none of the major platforms currently offer a BUTTER emoji yet.

B. Expected Usage Level

B1. Frequency

Dairy products

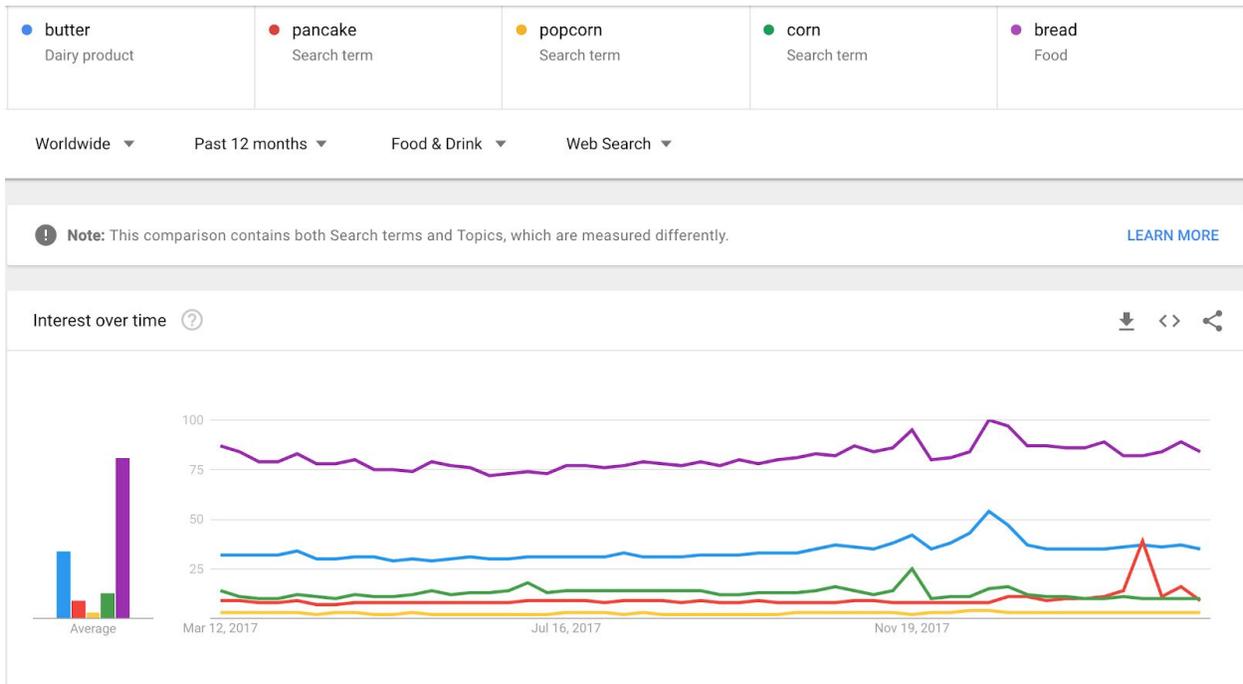
Google Trends indicates that BUTTER is less searched, but of similar order of magnitude as the other major dairy product CHEESE 🧀 (which was added to Emoji 1.0) and (GLASS OF) MILK 🥛 .



Source: Google Trends, 2018

Supplement products

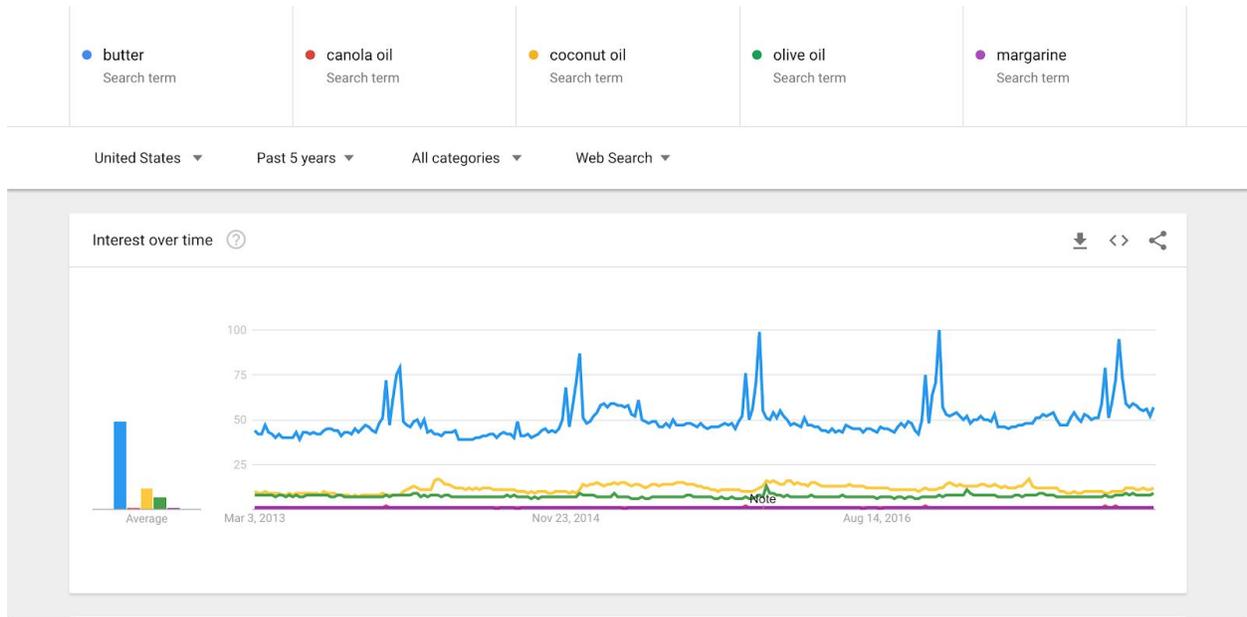
A Google Trend analysis of popular food emojis that BUTTER is frequently paired with shows that BUTTER as well as the foods it accompanies are frequently used terms. PANCAKE 🥞, POPCORN 🍿 and CORN 🌽 are all lower in search volume than BUTTER indicating the emoji's central role. Only BREAD 🍞 is used more frequently to which BUTTER makes a frequent companion.



Source: Google Trends, 2018

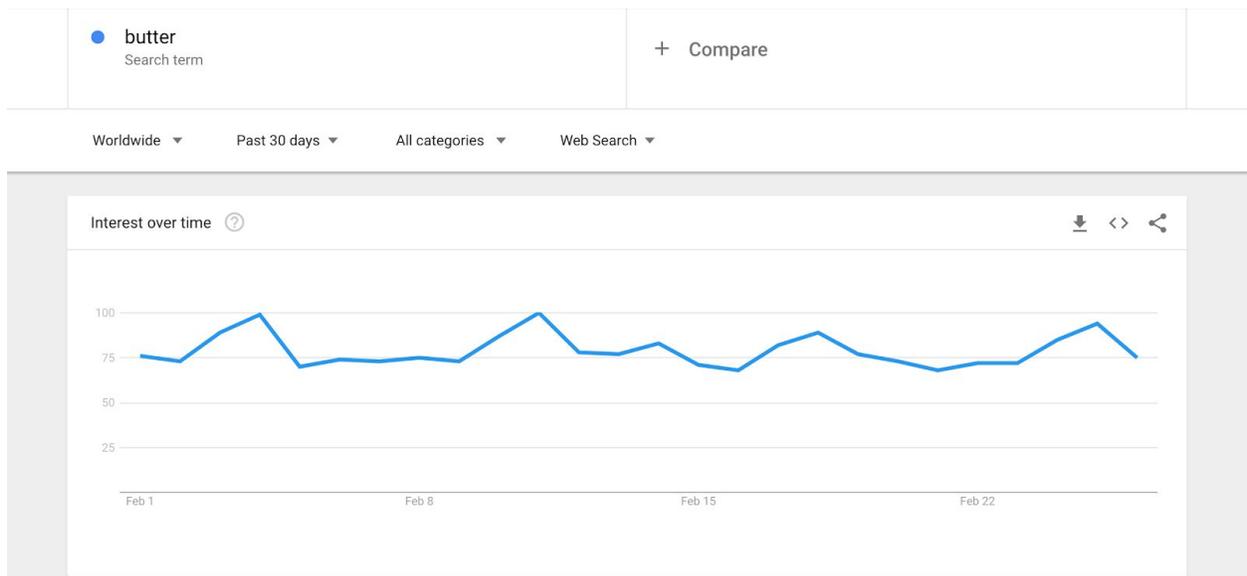
Substitute products

We expect the use of the BUTTER emoji to be high across many cultures. Especially, in comparison to other cooking oils and frying agents, like canola oil and olive oil, and even the trendy coconut oil, as per a Google Trends analysis over the past 5 years. Butter was also far more popular than margarine which is often branded as a healthier butter alternative. None of the substitute products are included in the Unicode library at the moment, yet an analysis was conducted as a point of reference.



Source: Google Trends, 2018

At any point over the past five years BUTTER was and is more popular than any of other cooking oils and fats, with butter being often four times as popular as the second most popular search term at the time. The same is true for the United States, and many other states.



Source: Google Trends 2018

The use of the BUTTER emoji is expected to be high all year around, but the Google Trends analysis exhibits clear seasonal spikes around American Thanksgiving and

Christmas. A monthly analysis reveals that BUTTER searches peak on Sundays. It is evident that butter is inherently linked with leisure time, holidays, and indulgence making it the ultimate comfort food.

Additionally, as science is increasingly recognizing the health benefits of grass-fed BUTTER and debunking some of the health myths surrounding it, BUTTER gains popularity in the nutrition and health community. As a source of Vitamin A, D, E, K and healthy saturated fats BUTTER has health promoting benefits.^{9 10} Indeed, BUTTER is an essential ingredient for bulletproof coffee or BUTTER coffee, a concoction of coffee and butter or ghee, which is a popular health drink.¹¹

Over 2.4 million posts on Instagram are tagged with #butter, which also suggests a high use.¹²

B2. Multiple Usages

The butter emoji would be used heavily by chefs, hobby cooks, foodies, dairy farmers, and all kinds of everyday food enthusiasts. Many dishes are also named after the flavorful ingredient, such as BUTTER croissants, BUTTER chicken or honey BUTTER. What is more, BUTTER lends its name to an eclectic array of things. Several movies, songs and other works of arts have been named BUTTER.¹³ “Butterfinger” is a Nestle chocolate bar¹⁴, “BUTTER LONDON”¹⁵ is a popular nail polish brand, and the “Bread & Butter”¹⁶ in Berlin is a fashion and commerce conference.

BUTTER is also frequently referenced in English language expressions and idioms. To *butter somebody up* means flattering someone.¹⁷ *To look as if butter wouldn't melt in one's mouth* refers to someone who appears innocent while typically being the opposite.¹⁸ *Bread and butter* describes a means of subsistence and is used to describe simple

⁹ <https://www.healthline.com/nutrition/7-reasons-why-butter-is-good-for-you#section2>

¹⁰ <http://www.bbc.co.uk/news/health-34846832>

¹¹

https://www.buzzfeed.com/sallytamarkin/the-best-part-of-waking-up?utm_term=.qmQXIAJgQ#.sjRo5weGX

¹² <https://www.instagram.com/explore/tags/butter/?hl=de>

¹³ [https://en.wikipedia.org/wiki/Butter_\(disambiguation\)](https://en.wikipedia.org/wiki/Butter_(disambiguation))

¹⁴ <https://www.butterfinger.com/>

¹⁵ <http://www.butterlondon.com/>

¹⁶ <https://www.breadandbutter.com/>

¹⁷ <https://dictionary.cambridge.org/dictionary/english/butter-sb-up>

¹⁸ <https://dictionary.cambridge.org/de/worterbuch/englisch/butter-wouldn-t-melt-in-sb-s-mouth>

but essential topics.¹⁹ *Butterfingers* describe someone who is clumsy and often drops things.²⁰ What is more, in slang BUTTER means “really fine”.²¹

B3. Use in Sequences

The author foresees BUTTER to be used in at least the following contexts, even though many others are also possible.

1. BUTTER as a spread or dressing with CROISSANT, BREAD, BAGUETTE BREAD, PRETZEL, PANCAKES, CORN, POPCORN
2. To describe fruit, vegetable and nut butters, such as BUTTER and PEANUT, CHESTNUT, APPLE, PEAR, STRAWBERRY, or even JACK-O-LANTERN
3. BUTTER will be used to reference breakfast and brunch foods such as HOT BEVERAGE, BACON, EGG and COOKING
4. BUTTER will be used to symbolize frying or greasy fin combination with COOKING and FRIED SHRIMP, FRENCH FRIES, CUT OF MEAT, or BACON
5. With reference greasy, and high-fat foods such as FRIED SHRIMP, FRENCH FRIES, PIZZA or HAMBURGER
6. To talk about dairy products such as WEDGE OF CHEESE and GLASS OF MILK
7. In several idiomatic and popular language expression such as BUTTER and INDEX POINTING UP or other finger emojis, for butterfinger; in combination with BEER MUG to symbolize Harry Potter’s popular butterbeer; with PEANUT and GRAPES to speak about PB&J

C. Image Distinctness

BUTTER, in the form of a long bar with small pats is very visually distinctive, and currently no other emoji in the library functions as an equivalent. In theory, we could do a vat of BUTTER, but we feel that is less visually distinctive and globally recognized..

D. Completeness

As a staple in international cuisine and analogous synonym for fat, BUTTER represents a major category of culinary experience and everyday nutrition. While BUTTER is a main ingredient to many of the food emojis in the library, such as the cookie, croissant and pancakes, it has no representation. More than an ingredient, BUTTER has a distinct meaning of its own, as a spread and frying agent.

¹⁹ <https://www.idoceanline.com/dictionary/bread-and-butter>

²⁰ <https://www.urbandictionary.com/define.php?term=butterfingers>

²¹ <https://idioms.thefreedictionary.com/butter>

E. Frequency Requested

On change.org requesting a BUTTER emoji has found hundreds of supporters; what is more petitions for nut butters have also found support on the platform.²² A user question asking for a BUTTERemoji on an official Apple discussion board has received several dozen “I have this question too” upvotes.²³ In 2014 already, a refinery29 article listed butter as one of the “Ten new emojis we desperately need”, “because it goes with everything”²⁴. On social media, there is an ongoing conversation about the lack of a BUTTER emoji with many users referencing the versatility of butter. The hashtag #butteremoji has emerged, framing the conversation on several platforms including Instagram, Twitter and Pinterest.²⁵ Several examples are provided below. All in all, this provides evidence for a popular demand for a butter emoji.

Make a butter emoji



Amie Fehr started this petition to Apple

This is saddening. There is no butter for my bread, no butter for my corn, and no butter for my popcorn. Help us get Apple to make a butter emoji

118 have signed. Let's get to 200!

Oxford, OX1
United Kingdom 

...

Display my name and comment on this petition

 Sign this petition

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.

²² <https://www.change.org/p/apple-make-a-butter-emoji>,
<https://www.change.org/p/apple-we-need-a-peanutbutter-emoji>

²³ <https://discussions.apple.com/thread/7823496>

²⁴ <https://www.refinery29.com/2014/04/65997/best-emojis>

²⁵ <https://www.instagram.com/explore/tags/butteremoji/>
<https://twitter.com/search?f=tweets&vertical=default&q=butteremoji>
[https://www.pinterest.de/search/pins/?q=butteremoji&rs=typed&term_meta\[\]=butteremoji%7Ctyped](https://www.pinterest.de/search/pins/?q=butteremoji&rs=typed&term_meta[]=butteremoji%7Ctyped)



Tfarhar

Level 1 (4 points)



iPhone

Q: can apple please make a butter emoji?

I just really love butter. I want to express it to my friends through text, but I can't since there is no "butter" emoji available to me.

Posted on Jan 10, 2017 10:26 PM

Reply

I have this question too (47)



Jia @JiaSG · 25. Jan.

Antwort an @badgalzak

@aburgess510 @Laurenava16 @FrasierRaegan o my god this was too smooth (Where the hell is the butter emoji) 😂😂

Original (Englisch) übersetzen



1



3



sasha @Sawshizzle · 24. Jan.

Ya girl is now freshly shaved and smooth as butta (also why is there no butter emoji)

Original (Englisch) übersetzen



3



5



Neptune's Harvest @NeptunesHarvest · 8. Feb.

Gotta thank our friends to the North for helping the #lobster finally get the justice it deserves! Though it begs the question...how is there not a #butter emoji to go along with our tasty #lobsteremoji?! #freethebutter #butteremoji #newenglandpride

Senator Angus King @SenAngusKing

Great news for Maine - we're getting a lobster emoji!!! Thanks to @unicode for recognizing the impact of this critical crustacean, in Maine and across the country....

Original (Englisch) übersetzen



1



Justin SaysWho @JustSaysWho · 17. Jan.

Why is there no butter #emoji? I would really like a #butter emoji

Original (Englisch) übersetzen



3



symmetrybreakfast • Follow
Paris, France

symmetrybreakfast Sunday: Croissant au beurre, more beurre, rhubarb and ginger confit and a black coffee #

After walking around this morning trying to find a boulangerie with some decent looking croissants I finally found some opposite where we are staying #petitdejeuner #symmetrybreakfast #butteremoji

Load more comments

palestineonaplate @symmetrybreakfast I can't believe you guys were there. We just left back to london after 2 days. Was there with @nathansjones @sami_tamimi shame to have missed you xx #buerreemoji definitely needs to be inserted here after what we are

symmetrybreakfast @palestineonaplate are you heading back today? our train is at



15,058 likes

JUNE 5, 2016

Add a comment...



5. Selection Factors: Exclusion

F. Overly Specific

BUTTER emoji is so generally and universally used as a spread and a ingredient, that it is in no way too specific. In fact, it poses a gap in many conversation on cooking, baking, culinary arts, and food preferences. Consumed around the globe this inconvenience burdens an international audience.

E. Open-Ended

The BUTTER emoji is the first of its kind. Currently, no form of oil or fat is represented in the library, though one may consider it. BUTTER is also an important compliment for many existing emojis, including corn, lobster, and bread.

G. Already Representable

The BUTTER emoji is currently not representable. Users frequently express the need for a BUTTER emoji verbally with #butteremoji. Frustrated users have surrendered to using the inadequate flan emoji or pancake emojis, which has a tiny bit of butter on top, to replace the void the exclusion of BUTTER from the library poses. ²⁶

H. Transient

BUTTER has been enjoyed around the globe for several thousands of years. Nutritious, valued for its refined taste and key ingredient to many recipes butter will continue to be a popular food.

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

There is a trademark for the nail polish producer “BUTTER LONDON”²⁷, however no trademark for “butter” specifically exists. Butter falls under none of the other categories apply.

6. Selection Factors: Exclusion

Category: food prepared

The butter emoji should appear in the food prepared section, after PANCAKES and before CHEESE WEDGE. This would order butter after many foods it is typically enjoyed with, like BREAD, CROISSANT, BAGUETTE BREAD, PRETZEL and put it before another central dairy product, CHEESE. Another option would be to place butter with condiments such as SALT.

²⁶ <https://twitter.com/kevinogarrett/status/683559523676721152?lang=de>

²⁷ <https://trademarks.justia.com/863/12/butter-86312212.html>

7. Other Information

The author suggests that the emoji design shows butter in its distinct rich yellowish color, and cut into smaller pieces as depicted in the image on top of this document. This will emphasize the typical consumption pattern of butter, whereby butter is sliced to enhance its spreadability and control its portion size.

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:

8. Author Bio

Lisa-Maria Neudert (lisa-maria.neudert@oii.ox.ac.uk) is a PhD candidate, researcher, and click bae. Lisa-Maria grew up in Bavaria, known worldwide for its dairy industry, rich buttery dishes and baked goods. She was once gifted a French gourmet butter for Christmas, which got lost in her University's mailroom, and was only discovered mid January once a stinging odour had developed. Lisa-Maria is striving to bring bread and BUTTER issues to the global emoji conversation.

Jennifer 8. Lee (jenny@emojicon.co), the founder of Emojination, grew up lactose intolerance, suspicious of anything white and non-solid, ranging from sour cream to milk to cottage cheese to cream cheese. Butter was less scary, as it often had a yellow color. Over time she grew out of her lactose intolerance and now appreciates butter, and is glad that sugar rather than fat might be the dietary villain.