

Proposal for JUICE Emoji

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Date: February 28, 2018



Credit: Aphelandra Messer. Free for use in conjunction with this proposal.

Abstract

This proposal requests the addition of JUICE to the Unicode emoji character library, or alternatively JUICE BOX.

JUICE, a liquid obtained from or present in fruit or vegetables, is one of the world's oldest and most ubiquitous beverages, stemming from the early hunter gatherer days of man. Considering the impact of the emoji lexicon on children's semantic development, we consider the absence of

JUICE, especially in comparison to the number of alcoholic beverages emoji — eight — bizarre and potentially detrimental to global dietary trends.

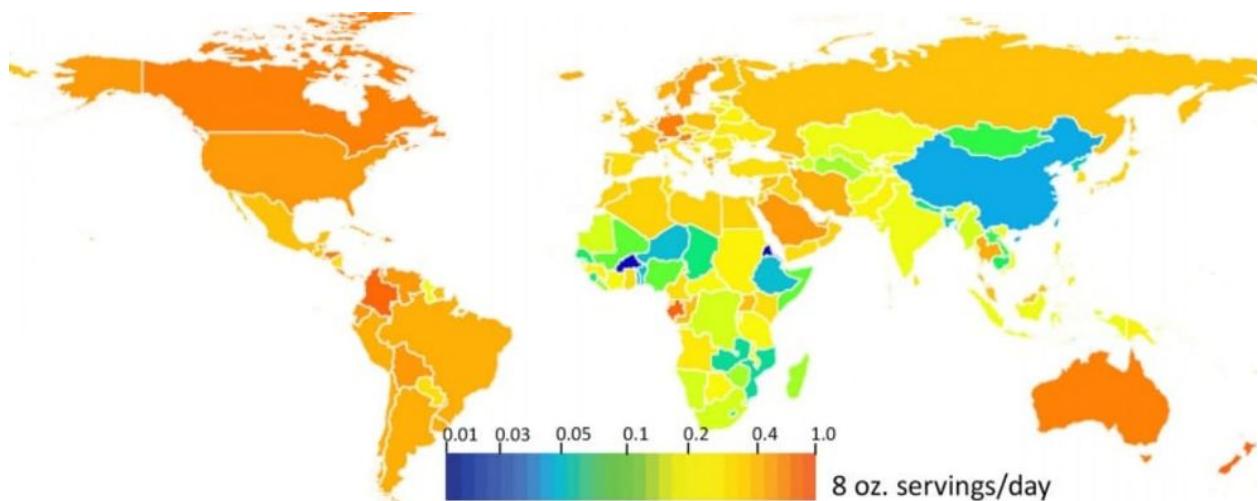
We do not have a strong position on the visual representation of juice, but believe it should exist in some form.

Images

We are offering two versions of a JUICE emoji; one that represents a juice box, a more distinct and unmistakable symbol of fruit beverages, and an orange liquid in a glass, the form in which juice is most commonly consumed (orange, mango).

Introduction

As a universal form of sustenance - along the lines of soup or bread - it would be difficult to overstate the global prominence of juice. As shown in the graphic below, it's not whether or not your country drinks juice, it's how much.



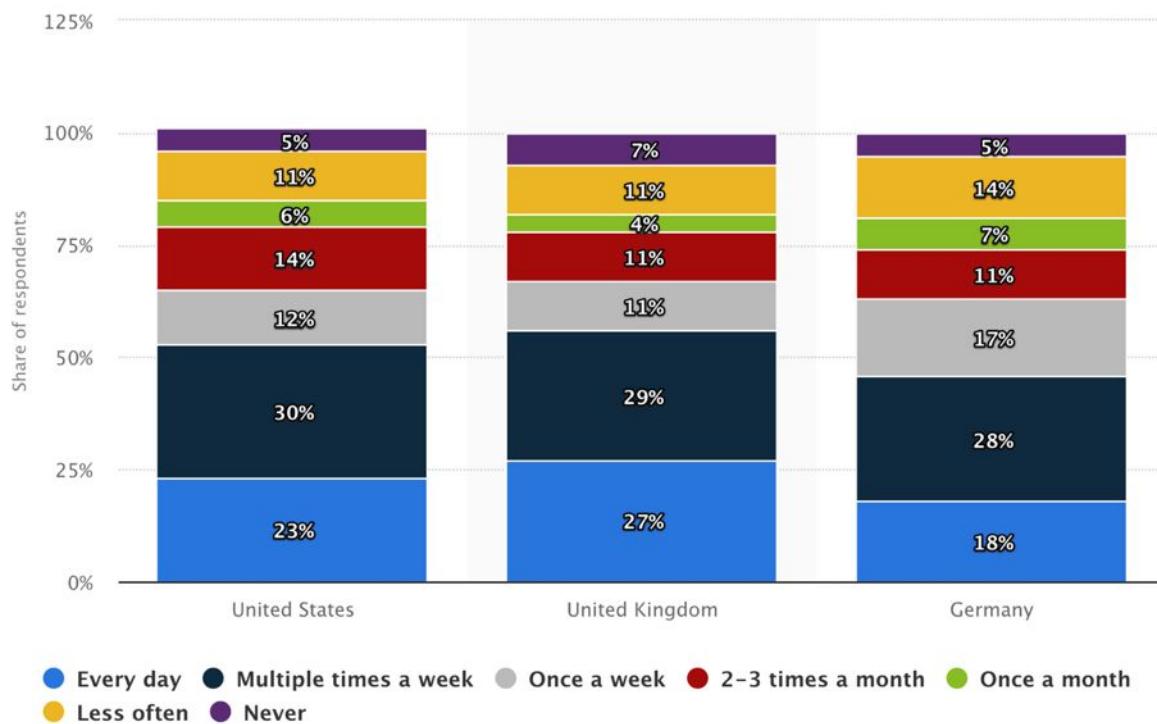
Source: The Washington Post¹

In the United States, only 5% said they never drink juice according to this survey:

¹

<https://www.washingtonpost.com/news/wonk/wp/2015/08/21/maps-sugary-drink-fruit-juice-and-milk-consumption-in-187-countries-around-the-world/>

How often do you drink juice? (country comparison)



Source: Statista²

The absence of this ubiquitous, natural, healthy food group — especially in light of alcohol's overrepresentation — is puzzling if not troubling. Emoji, as a universal language, is increasingly defining our collective understanding of dietary practices. By communicating with emoji, a child is currently able to ask for eight distinctive alcoholic drinks, as well as coffee and tea, but not a single kind of juice. Milk is a child-friendly beverage, but not for those who are lactose intolerant (such as many of Asian descent).

As a heterogeneous global beverage, a juice emoji could take various forms. If alcoholic drinks deserve a variety of eight representations, you could easily argue that juice deserves the same. Orange juice, grape juice and apple juice are all arguably staples of American cuisine. Cranberry, grapefruit, tomato, carrot, and coconut water are also significantly popular in the United States.³ Around the world you can find a very wide variety of juices specific to the local fruit/vegetable produce.

² <https://www.statista.com/statistics/695676/frequency-of-juice-consumption-by-country/>

³ <https://aytm.com/blog/market-pulse-research/juice-survey/>

A juice emoji would also provide representation for a food product familiar to many underrepresented cuisines, such as Latin American and the Middle East. In Latin America, tropical juice drinks are available at street corner juice stands that populate many of the cities' street corners. In the Middle East, juices made from tamarind (Tamar Hindi), apricot (Amar al din), carob (Kharoub) and a "fruit salad" drink (Khoshaf) are commonplace.

In many places around the world, including the United States, juice has only grown more popular in the last decade. "Juice cleansing", juice bars, and cold-pressed juice have become wide-spread trends among the millennial generation.

Names

CLDR short name

Recommended name: juice box

CLDR keywords

Recommended keywords: juice | box | nectar

Selection Factors Inclusion

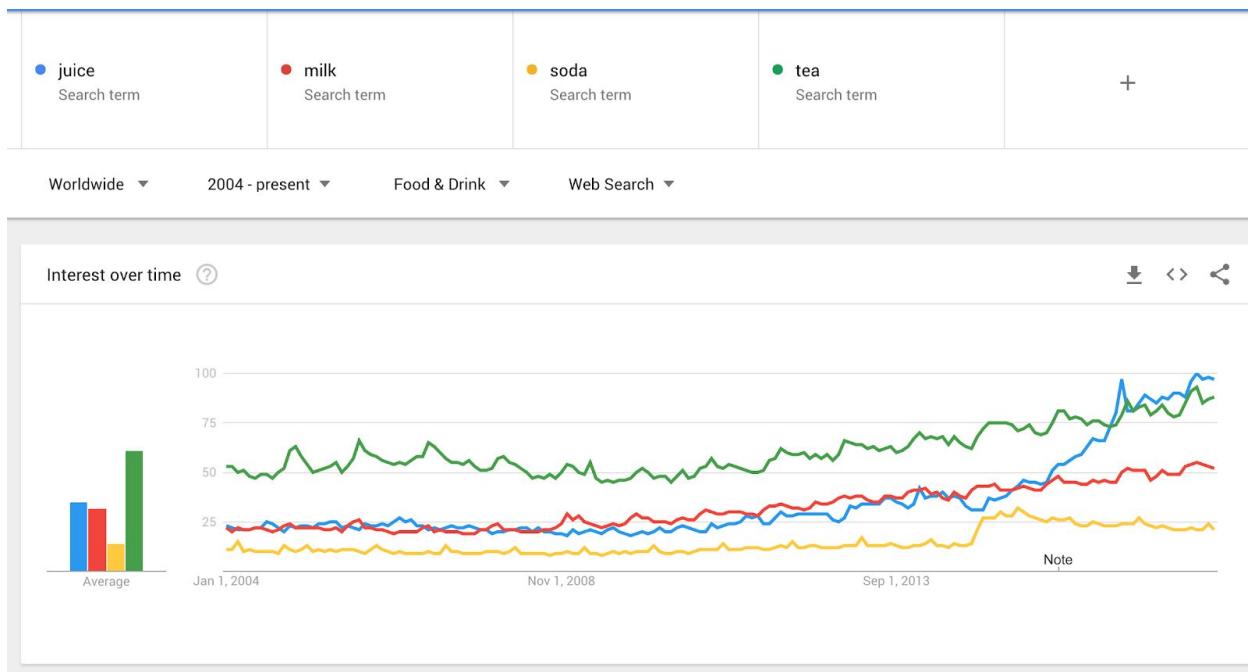
A. Compatibility

While there have been many requests for a juice emoji, most popular messaging services have not included a juice emoji yet. This proposal seeks to rectify that.

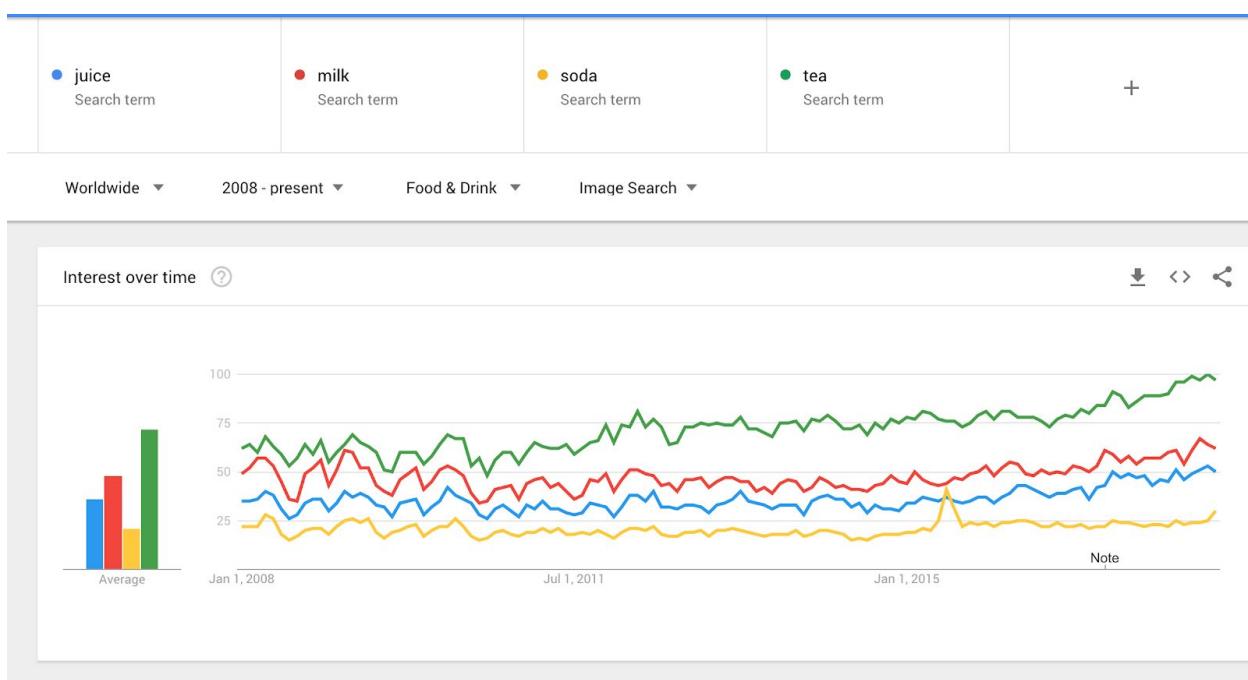
B. Expected Usage Level

B1. Frequency

The following Google Trends data shows the term "juice" has risen rapidly in popularity over the last decade. "Juice" has long been more popular than similar emojis in the food section such as "soda" and "milk", but within the last few years "juice" has overtaken "tea" as well.



In the image search, “juice” is third behind “tea” and “milk”:



In a regular Google Search, Bing Search, and Youtube Search, “juice” delivers very similar numbers to “milk”:



juice drink



All

Images

Shopping

Videos

News

More

Settings

Tools

About 3,410,000 results (0.63 seconds)



milk drink



All

Shopping

Images

Videos

News

More

Settings

Tools

About 4,780,000 results (0.63 seconds)



juice



All

Maps

Images

Videos

Shopping

More

Settings

Tools

About 137,000,000 results (0.64 seconds)



milk



All

Images

Shopping

News

Maps

More

Settings

Tools

About 199,000,000 results (0.69 seconds)



juice



All

Images

Videos

Maps

News

Shop

| My saves

38,100,000 Results

Any time ▾



milk



All

Images

Videos

Maps

News

Shop

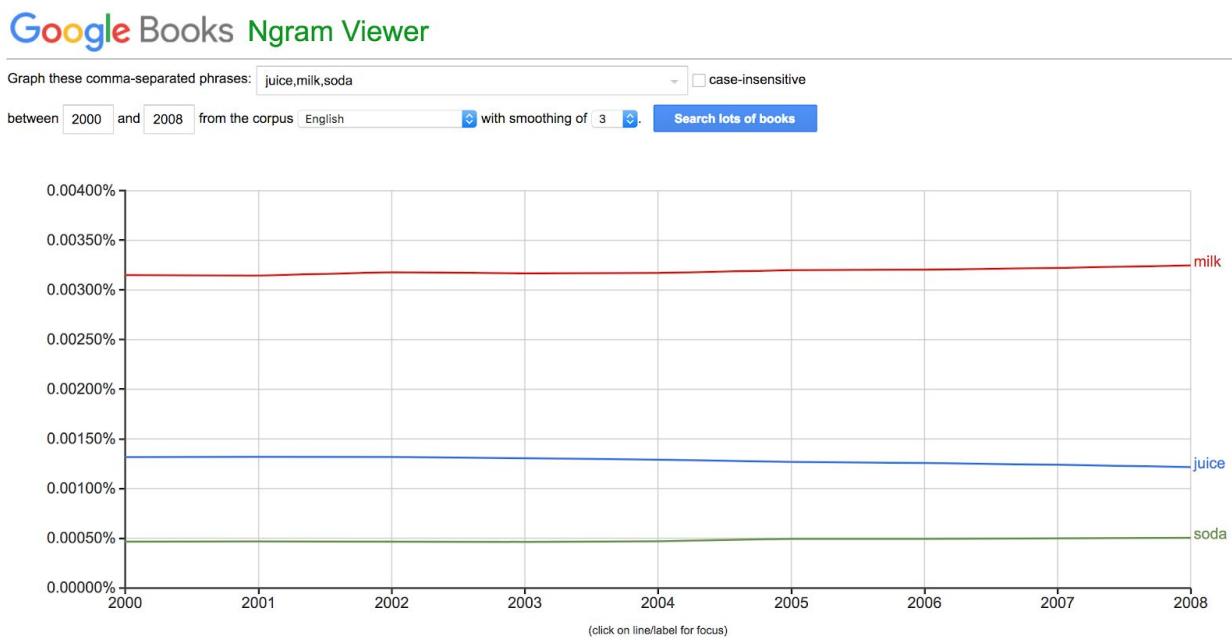
| My saves

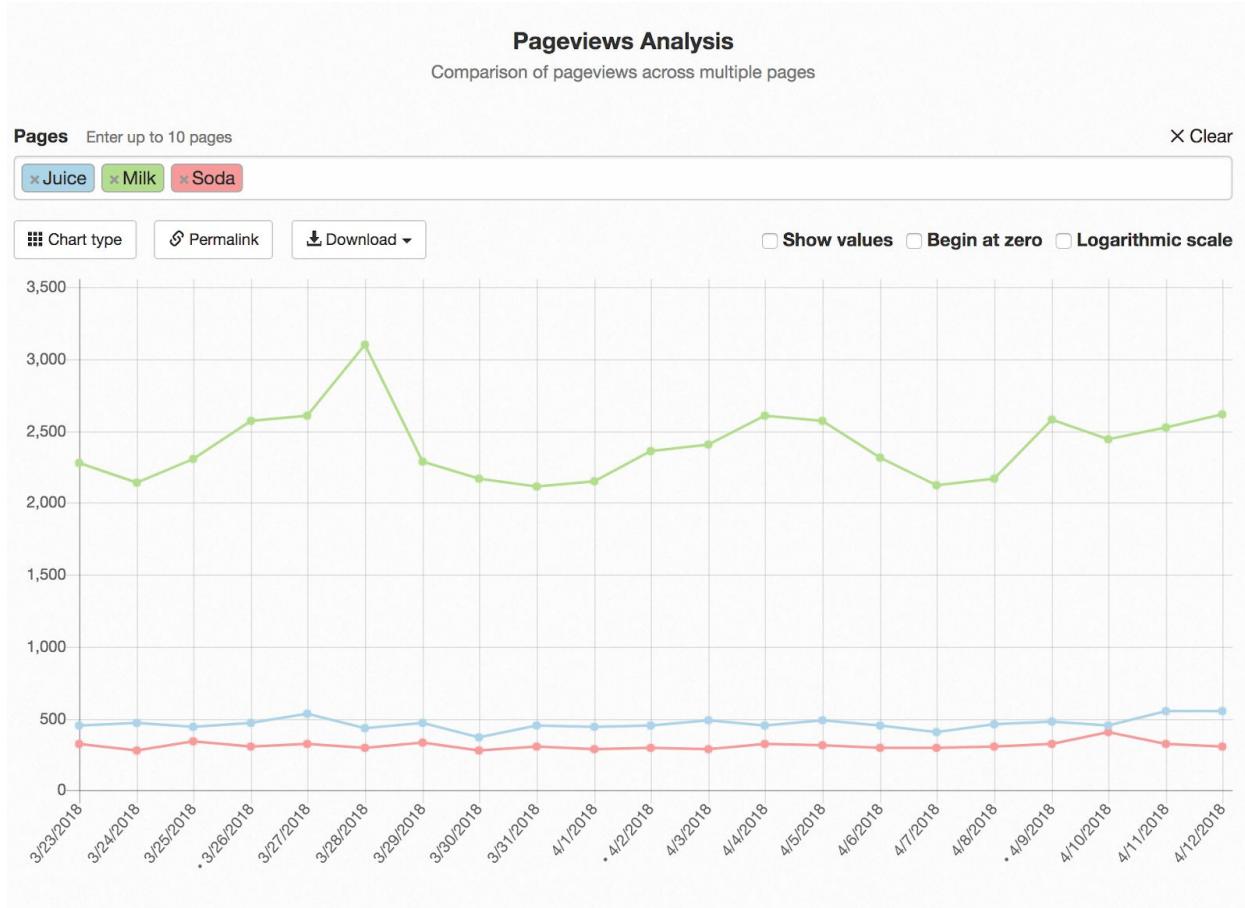
41,100,000 Results

Any time ▾

The image contains two separate YouTube search results. The top result for "juice" shows 12,300,000 results. The bottom result for "milk" shows 16,300,000 results.

The NGram and Wikipedia Search places “juice” between “milk” and “soda”:





B2. Multiple Usages

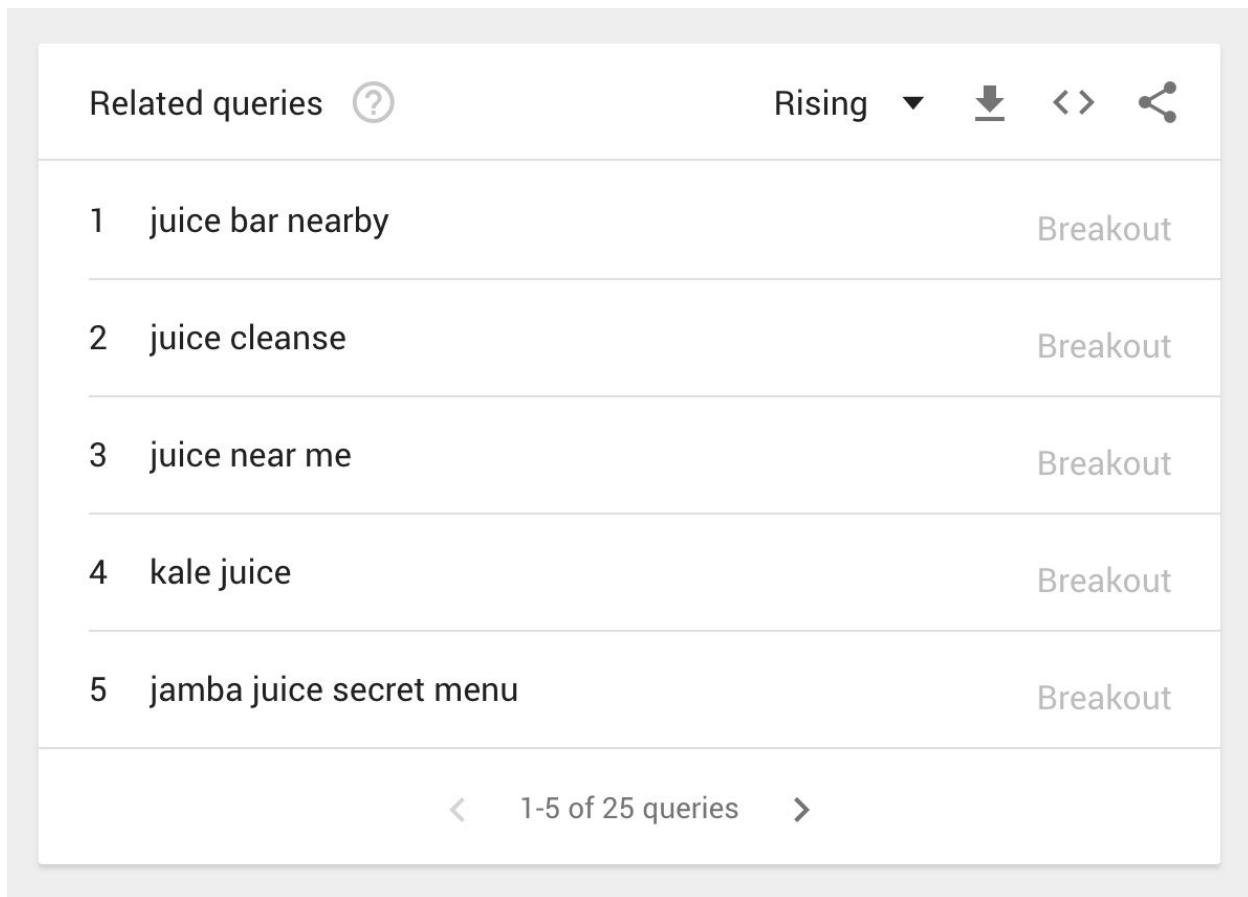
The juice emoji would be used heavily with various fruit emoji to indicate specific kinds of juice, such as and .

The term "juice" is also commonly used as a slang term to signify "energy". It is possible that users will write phrases such as "I need more " to indicate that their battery is low.

In recent years, "the juice" has also been used as a slang term for "respect", and so users might write phrases such as "you've got the ."

"Get the creative juices flowing" is another phrase that could be emojiified with the addition of a juice emoji.

The juice emoji would also likely be used with words such as "bar" and "cleanse" to indicate popular juice-related trends, as suggested by the following Google Trends data:



B3. Use in Sequences

Below is a list of possible sequences which are made possible by the inclusion of the lobster emoji:

1. Specific Juices: in combination with GRAPES, MELON, WATERMELON, TANGERINE, LEMON, PINEAPPLE, RED APPLE, GREEN APPLE, PEAR, PEACH, CHERRIES, STRAWBERRY, KIWI FRUIT, TOMATO, COCONUT, CARROT, CUCUMBER, GREEN SALAD (mixed green juice)
2. Pouring Juice: in combination with DROPLET or SWEAT DROPLETS
3. Battery life: in combination with MOBILE PHONE, MOBILE PHONE WITH ARROW, BATTERY, LAPTOP COMPUTER, ELECTRIC PLUG, CAMERA, VIDEO CAMERA

4. Creative juices: in combination with BRAIN

C. Image Distinctiveness

As there are currently no box-contained beverages on the emoji list, the juice box is markedly different from any other drink in the emoji lexicon. A glass of orange juice emoji would be somewhat similar to TROPICAL DRINK, BEER MUG, or TUMBLER GLASS, but all three of those are distinctly alcoholic beverages. CUP WITH STRAW could be compared to the juice box, but with a cylindrical shape and plastic top, the CUP WITH STRAW clearly represents soda, or, as specified by the related keywords, milkshake or soft drink.

The juice box itself is an iconic symbol recognizable to much of the world.

D. Completeness

The juice box would complete the set of beverages currently available. According to the Google Trends data cited above, "juice" is a term searched for more often than the majority of the other beverages represented. It would be hard to argue that there is a form of beverage more popular than juice that is missing from the current set.

E. Frequently Requested

Below is a sample of requests for a juice or juice box emoji on Twitter:

Diamond & Silver @aurawisper · 13 Dec 2017
Replying to @buried_alive91 @SpiderMan_Blue1
texts a juice emoji

the tired chef @the_Tiredchef · 15 Nov 2017
totally fucked that's there's no juice emoji

Debby @absinthianly · 16 Nov 2017
why isn't there a juice box emoji?

Our nightclothes blowing in the breeze @Charrator · 17 Nov 2017
Why is there no juice emoji

lookin for a top that'll treat me right @grantears · 9 Dec 2017
There's no juice emoji :(

Abience @Like_Aholic · 28 Nov 2017
They need a juice box emoji.

J Sauve_zZ @lj4u2nv · 1h
They need a juice emoji cause I got it!

JP @JPaulYall · 16h
juice emoji

lil uzi introvert @afrosenpai · 9/28/17
inserts juice emoji

END. @endclothing · 9/28/17
Online now,
@NewBalanceUK
M1500PFT 'Flamingo'...

Chawc 😊 @younotclever · 9/25/17
enters juice box emoji

K-W ♦️ @Beard_KW · 9/25/17
1,500+ in 5 hours. Not too bad 😊

Spoooky💀 @zopugg · 8/25/17
why is there no fuckin juice box emoji

izzy 🌸 @i_samels · Feb 18
they need a juice box emoji. i would def get some good use outta that

Puddha @AlienBlackGirl_ · Feb 11
looks for Juice emoji

Cosmic explorer @margarya · Feb 5
There's no juice box emoji only this god forsaken thing :(((it looks like a Sonic drink reject I hate it.

Jenn @jenna10s · Feb 5
Let's take a moment and realize Apple doesn't have a juice box emoji. Like reevaluate yourself. K thanks

Brosephine Johnny @BRoss400 · Jan 18
Replying to @noirgoddess_
inserts juice emoji

Chef Squid @ChefSquid317 · Jan 17
@Apple How about a juice box emoji?

I'm only 5'1 @ehyoNYCK · Jan 4
Replying to @makingmla
inserts juice box emoji

katarina @KataAmazing · Jan 4
I'm gonna wake up a brand new woman tomorrow, you just watch 😍 (there's no orange juice emoji)

etienne @etiennechantalc · 13 Nov 2017
I need that juice emoji. ift.tt/2zTHfsq

THOTBREAKER JIMMY❤️ @THOTBREAKER_JD · 13 Nov 2017
I need some 🍉 juice

Starshine @Cosmic_Chance · 28 Dec 2017
WHATE THE FUCKING JUICE EMOJI

Liam Phelan @RuckusMusic · 20 Dec 2017
Where the juice box emoji at?

Kinsley Lewis @Kinsley_30 · 14 Dec 2017
Replying to @MakaelaKestner
idk where the juice emoji is but...

jed @jaderaven_ · Feb 18
why is there no juice box emoji i need one

Selection Factors Exclusion

F. Overly Specific

Other than "Liquid", juice is about as far as you can get from overly specific. Juice is a form of beverage that is consumed globally.

G. Open Ended

A juice emoji would cover a wide variety of fruit juices that could be represented individually, but unless there is significant demand for specific flavors, the juice emoji in combination with various fruit emoji would cover most types without the need for more specific emojis.

H. Already Representable

Currently the best way to represent juice is to use an alcoholic drink that looks somewhat similar, but that could be very problematic, especially with children — a primary demographic for the juice emoji. The only other way to imply juice would be the SODA emoji in combination with various fruit emoji, but there is a very significant distinction between the two beverages — one being generally healthy and the other being the opposite.

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

Juice cannot be trademarked because it is a form of beverage found worldwide.

J. Transient

Juice has existed since humans have consumed fruit. Juice will be relevant as long as humans and fruit exist.

K. Faulty Comparison

Juice and soda can be visually similar, but there is a monumentally important difference related to health concerns. Natural juice (without significant amounts of added flavors or sugars) is widely considered a healthy beverage. On the other hand, soda has been proven to be a major cause of obesity, diabetes, and heart problems.⁴ Having an emoji for the healthy beverage

⁴ <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/soft-drinks-and-disease/>

option is of global consequence because the options we have to express beverages undoubtedly shape the way we think about beverage options.

Sort location

Category: drink

The juice emoji should appear after MILK and before COFFEE. As juice is most commonly consumed during breakfast, proximity to the other breakfast beverages is most logical.

Other Information

We suggest the juice emoji be represented by the juice box design in order to give it the most distinctive representation.

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:

Author Bios

Theo Schear (tschear@gmail.com) is an emoji enthusiast and Media Specialist at a non-profit in San Francisco. Theo grew up in Oakland, California and has always enjoyed fresh juices - particularly tropical juices such as mango and guava. He is proud to help bring juice to our universal lexicon, especially in terms of global health and dietary practices.

Jennifer 8. Lee (jenny@emojicon.co) is also an emoji enthusiast. She loves the juices in Latin American and Southeast Asian countries.