Proposal for JUICE Emoji

Submitted by: Theo Schear, Jennifer 8. Lee of Emojination
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 Post

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

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. Around the world you can find a very wide variety of juices specific to the local fruit/vegetable produce.

Source: Statista²

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":
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 emojified 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:

<table>
<thead>
<tr>
<th>Related queries</th>
<th>Rising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 juice bar nearby</td>
<td>Breakout</td>
</tr>
<tr>
<td>2 juice cleanse</td>
<td>Breakout</td>
</tr>
<tr>
<td>3 juice near me</td>
<td>Breakout</td>
</tr>
<tr>
<td>4 kale juice</td>
<td>Breakout</td>
</tr>
<tr>
<td>5 jamba juice secret menu</td>
<td>Breakout</td>
</tr>
</tbody>
</table>

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 & Baurnap - 13 Dec 2017

Why is there no juice box emoji?

the real chef 010 - 11 Nov 2017

Totally f*cked that there's no juice box emoji.

Debby - 05 Nov 2017

Why isn't there a juice box emoji?

Icy - 08 Jan 2018

They need a juice box emoji. I would def get some good use out of that.

Puddh - MrBootsGirl - 21 Jan 2018

"Looks for juice box emoji"

Cosmic Explorer - Divinity - 05 Feb 2018

There's no juice box emoji only this god forsaken thing 😂 it looks like a sonic drink except I hate it.

Jenay - Jenny37B - 05 Feb 2018

Let's take a moment and realize Apple doesn't have a juice box emoji. Like ravelolize yourself. x thanks

BrookeBrooke @BowBrooke - 18 Jan 2018

Replies to thatgoddess

"Inserts juice box emoji"

Chief Squid @ChiefSquid01 - 17 Jan 2018

@Apple... How about a juice box emoji?

I'm only 5'1 tweetNYC - 18 Jan 2018

Replies to @thatgoddess

"Inserts juice box emoji"

Katrina @KatrinaMuslim - 18 Jan 2018

I'm gonna wake up a brand new woman tomorrow... Just watch 😂 there's no orange juice emoji.

Erica @EricaPereyra - 18 Jan 2018

I need that juice box. 😂😂😂😂

END @endclothing

Online now,
@NewBalanceUK
M1500PT 'Flamengo'

Chace @younoteclever - 25 Jan 2018

*enters juice box emoji*

K-W @Beard_KW 1,500+ in 5 hours. Not too bad 😅

Spooky @zopugg - 25 Jan 2018

Why is there no f*cking juice box emoji
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@emojiicon.co) is also an emoji enthusiast. She loves the juices in Latin American and Southeast Asian countries.