

Proposal for New Emoji ZWJ Sequence for RGI

Lauren Svoboda | Kendall-Jackson Winery

May 11, 2018 / Revised June 22, 2018

L2/18-208



PROPOSAL FOR NEW EMOJI ZWJ SEQUENCE FOR RGI

Submitter: Lauren Svoboda for Kendall-Jackson Winery

Date: May 11, 2018 / Revised June 22, 2018

ABSTRACT

This is the proposal for inclusion of a **White Wine Glass Emoji ZWJ Sequence** (U+1F377 + ZWJ + U+25FB) **for RGI** in Unicode Emoji **Version 12** without hesitation for the following reasons:

- The **existing wine glass** emoji, depicted as a glass of red wine, **does not properly represent** one of the most popular and widely consumed adult beverages - white wine
- All three **code points in the sequence already exist**, thus vendors can implement immediately without waiting for Unicode v12
- Using “White Wine Emoji” in the testing of colors after v12 will **confuse the user**
 - The image of a “red wine glass” + “white box” does not clearly translate the meaning of “white wine” in human language. White wine is golden in color, but described as “white” in English, “blanco” in Spanish, “Blanc” in French, “Weiß” in German, “白” (shiro) in Japanese, etc., a golden or yellow box perhaps may be a more appropriate fallback color
 - Even more **problematic and risky** is the **behavior change** Unicode is expecting of the user, which will add unneeded complexity to a clear and efficient communication tool
 - “Red wine glass” + “white box” Emoji is challenging to **describe / communicate succinctly in human language**. I have struggled to do it in this proposal and believe the average Emoji user, and vendors for that matter, will agree



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May 11, 2018 / Revised June 22, 2018

INTRODUCTION

Since 6000 BC, wine has played a critical role for humanity. The beverage has a complex and venerable history that spans cultures, socioeconomic classes, rituals, and religions. White wine viticulture has reached every continent, excluding Antarctica, and has been consumed around the world for thousands of years.

Jess Jackson, founder of Kendall-Jackson Winery, believed "...wine is a beverage poured to forge bonds with other people, other cultures. Wine is the elixir. We bring it for luck, and for love, and on special occasions. From weddings to housewarmings to ship launchings. We make peace with it, toast the living and the dead with it. Give it and share it with those closest to us. Wine has a deep spiritual significance that no other food or drink possesses. As he saw it, it is embracing life."¹

Today, wine is ubiquitous worldwide and evokes strong personal and emotional connections and opinions. In its simplest form, it boils down to "are you a red or a white wine drinker?" We live in an era where the rise of post-truth has left people demanding clear communication and the desire to represent their identity. White wine is not just a popular category comprised of white wine grape varieties; it is a large part of people's daily lives. This all-important beverage with ancient beginnings should be properly illustrated in our modern, international language of emoji.

Kendall-Jackson Winery is submitting this proposal on behalf of all white wine lovers, fellow wine producers, and viticulturists from around the world.

1. IDENTIFICATION

- a. **CLDR short name:** White Wine Glass
- b. **CLDR keywords:** white wine | wine | wine glass | chardonnay | cheers | wine time | wine glass with white wine inside

2. IMAGES

- a. **Zip file:** <https://www.dropbox.com/s/pd3rnx8u1ggtxje/72x72.zip?dl=0>
- b. **License:** Designed by Kendall-Jackson Winery, to be licensed for public use (CC0)



¹ Humes, Edward. (2013) *A Man and his Mountain: The Everyman Who Created Kendall-Jackson and Became America's Greatest Wine Entrepreneur*. New York, NY; Public Affairs.

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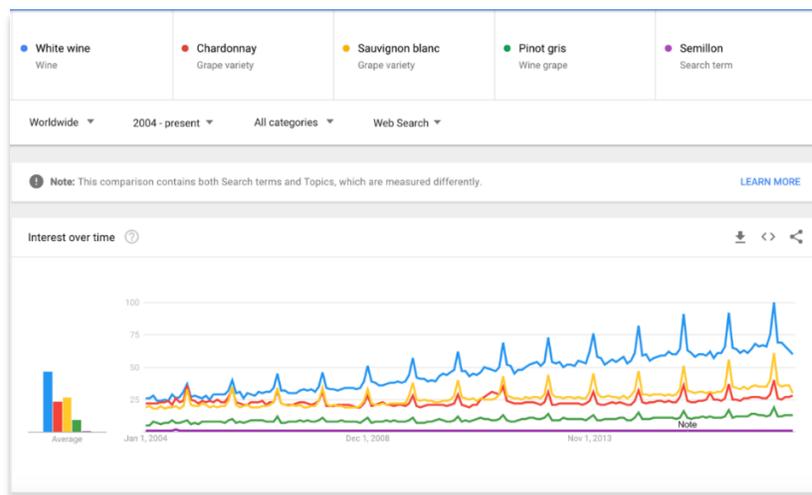
3. SELECTION FACTORS — INCLUSION

a. **Compatibility:** N/A

b. **Expected usage level**

i. **Frequency**

The expected usage of the white wine glass emoji is extremely high. According to Google Trends for “white wine,”² there is a growing interest in all white wine varietals worldwide. Further, “white wine” as a general term used to represent all white varietals, outranks any wine search, including category leaders (e.g., Chardonnay, Sauvignon Blanc, and Pinot Gris). The addition of a white wine glass emoji will allow users to showcase their passion for all white wine varieties with the use of a single emoji.



² Google. Google Trends comparison of: “White Wine” vs. “Chardonnay,” “Sauvignon Blanc,” Pinot Gris,” “Semillon” since 2004. Retrieved from Google Trends website: <http://bit.ly/2lfrsA>

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May 11, 2018 / Revised June 22, 2018

Five wine varietals comprise approximately 75% of the total wine category, dollar share, and case volume. The top-ranking varietals include:³

1. Chardonnay
2. Cabernet Sauvignon
3. Red Wine Blends
4. Pinot Gris
5. Pinot Noir

Out of the top five varietals, three are red wines and two are white wines. Combined, the top three red wines account for approximately 42% of the wine category dollar share, followed by the top two white wines at 35.5%. When looking at case sales, red and white wines are nearly equal at 27.4 Million cases for red and 26 Million cases for white.

This is significant for two reasons:

1. It showcases the popularity of white wine
2. The popularity of “red wine” as a search term could be due to the fact red wine blends are the third most popular varietal.

Globally, trends in popular adult beverage consumption vary by country, with white wine, red wine, and beer continuously ranking in the top three.⁴ For example, white wine reigns in the United States, Australia, and the United Kingdom, while red wine outpaces white wine (second) and beer (third) in both Germany and Canada. Moreover, by 2021, wine is expected to grow at a greater rate than both beer and spirits on a global scale.⁵

According to Gallup, beer remains the number one alcoholic beverage of choice for Americans, with a consumption rate of 40%. However, wine is close behind, with a consumption rate of 30%. The wine consumption rate has continuously increased over the past twenty years, while beer's rate has steadily decreased. Both beverages are followed by spirits at a steady consumption rate of 26%.⁶

When looking at total wine drinkers, red wine is the overall most consumed wine; however, white wine is not far behind, comprising one-third of total wine drinkers. Despite sparkling wine making up only 8% of wine drinkers, this category currently has an emoji.⁷ The large group of white wine drinkers fails to have any emoji representation.

³ IRI (2018, 05 08). IRI Varietal Ranking Totals Report. Retrieved from IRI:

<https://www.dropbox.com/s/oc2zyeapka53ws/IRI%20-52%20Weeks%20-%20All%20Categories%20Total%20Food-Drug.JPG?dl=0>

⁴ International Wine & Spirits Record (2018), Regular wine drinkers which is defined as drinking wine at least once a month. <https://www.theiwsr.com/Category%20Spotlights.html>

⁵ Rand, Brandy. (2018, March 5). The Wide World of Wine, Page 3. IWSR.

<https://www.dropbox.com/s/3ux6akrsy1js56d/Pages%20from%20IWSR%20Vinexpo%20NYC%202018%20BrandyRand%20Presentation.pdf?dl=0>

⁶ Gallup, Inc. “Beer Remains the Preferred Alcoholic Beverage in the U.S.” *Gallup.com*, 19 July 2017, news.gallup.com/poll/214229/beer-remains-preferred-alcoholic-beverage.aspx.

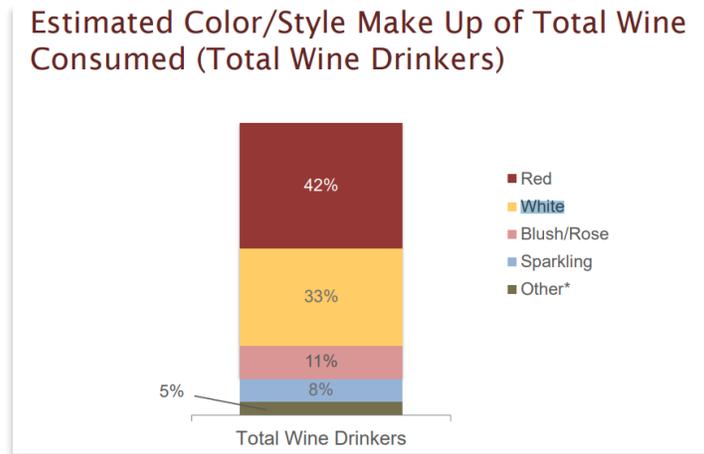
⁷ Wine Market Council. (2017, October 1). 2017 Wine Market Council Wine Consumer Segmentation Slide Handbook, Page 21. Wine Market Council.

http://winemarketcouncil.com/wp-content/uploads/2017/10/2017_WMC_Wine_Consumer_Segmentation_Slide_Handbook2.pdf

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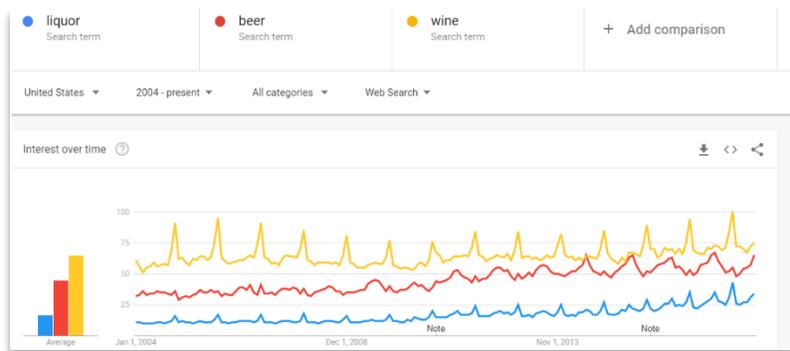
May 11, 2018 / Revised June 22, 2018



Moreover, the U.S. Wine Market Landscape Report by Wine Intelligence⁸ reports that 78% of regular wine drinkers in the U.S. drink white wine, whereas 77% of regular wine drinkers in the U.S. drink red wine. While there is clearly overlap in red and white wine consumption, this further demonstrates the lack of emoji representation for white wine drinkers.

White wine's popularity also continues to grow in terms of production volume. Though red wine composes the largest global share, its category continues to decline as white wine is forecasted to grow in absolute volume terms.⁹ Additionally, white wine and red wine are produced from two different grapes, white grapes and red grapes respectively. Red grapes are the only grapes represented as an emoji, thus furthering the need for a white wine emoji.¹⁰

When examining the larger scope of alcoholic beverage search trends, wine is consistently the number one search term in comparison to beer and liquor.¹¹



⁸ Wine Intelligence. (2017 December). The US Wine Market Landscape Report., Page 21. Wine Intelligence. <https://bit.ly/2wbh5Az>

⁹ Rand, Brandy. (2018, March 5). The Wide World of Wine, Page 9. IWSR.

<https://www.dropbox.com/s/zeo6l370h79c7hp/Pages%20from%20IWSR%20Vinexpo%20NYC%202018%20BrandyRand%20Presentation-Page%209.pdf?dl=0>

¹⁰ "Red Wine vs White Wine: The Real Differences." *Wine Folly*, Wine Folly, 18 May 2018, winefolly.com/tutorial/red-wine-vs-white-wine-the-real-differences/.

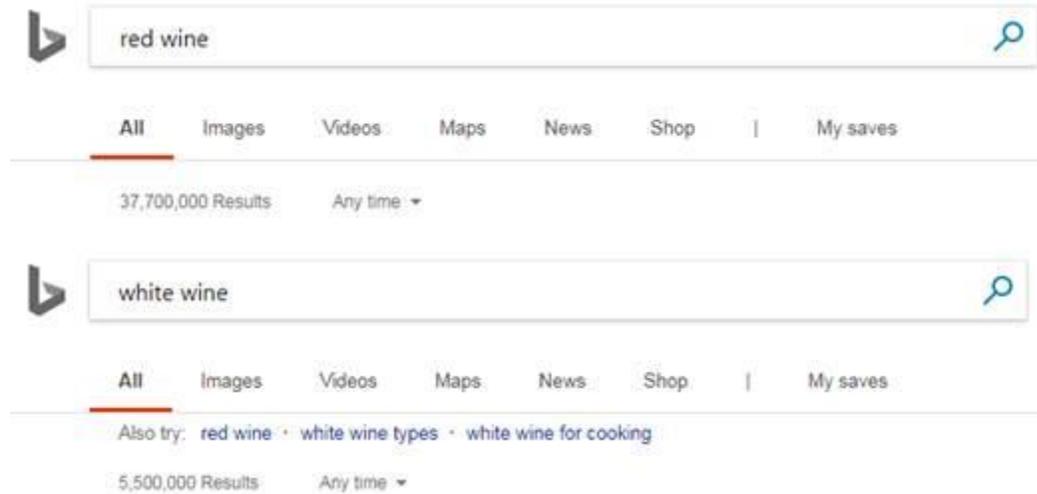
¹¹ Google. Google Trends comparison of: "Liquor" vs. "Beer" vs. "Wine" since 2004. Retrieved from Google Trends website: <https://trends.google.com/trends/explore?date=all&geo=US&q=liquor,beer,wine>

Proposal for New Emoji ZWJ Sequence for RGI

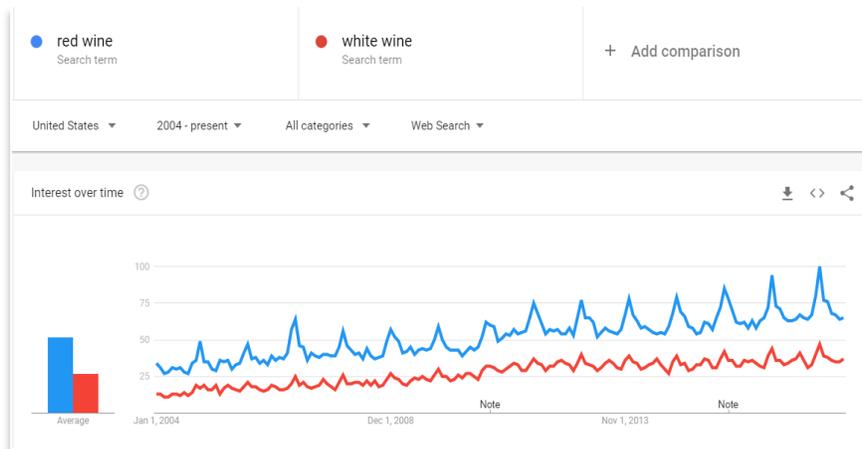
Lauren Svoboda | Kendall-Jackson Winery

May 11, 2018 / Revised June 22, 2018

When taking a deeper dive into wine search trends and comparing the terms “red wine” to “white wine”,¹² “red wine” has historically ranked higher on multiple platform searches, such as Bing¹³ and Google.



Though both terms have been steadily increasing in Google searches since 2004,¹⁴ “red wine” has been decreasing in YouTube searches while “white wine” has been consistently increasing,¹⁵ which is an indication that there is a growing interest in white wine varietals.



¹² “Red Wine.” *Bing*, Microsoft, [www.bing.com/search?q=red wine&qs=n&form=QBLH&sp=-1&pq=red wi&sc=0-0&sk=&cvid=0CFB4FB152094094A0A1B3E12F6AFA6E&ajf=100](http://www.bing.com/search?q=red+wine&qs=n&form=QBLH&sp=-1&pq=red+wi&sc=0-0&sk=&cvid=0CFB4FB152094094A0A1B3E12F6AFA6E&ajf=100).

¹³ “White Wine.” *Bing*, Microsoft, [www.bing.com/search?q=white wine&go=Search&qs=ds&form=QBRE](http://www.bing.com/search?q=white+wine&go=Search&qs=ds&form=QBRE).

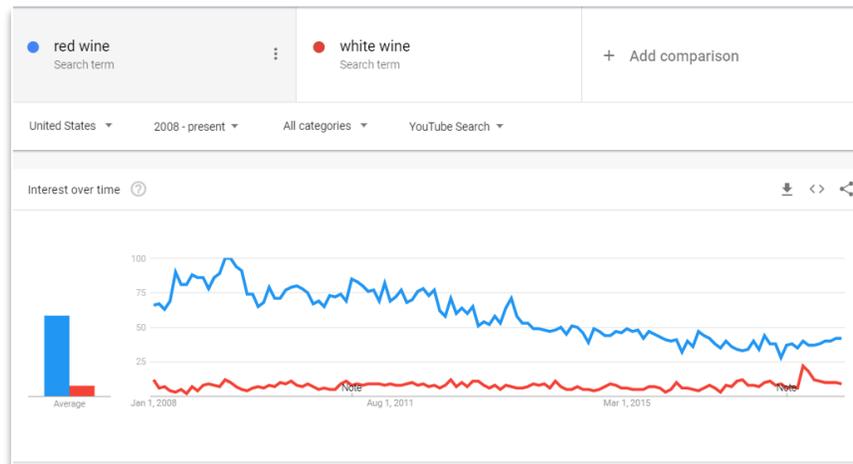
¹⁴ Google. Google Trends comparison of: “Red wine” vs. “White wine” since 2004. Retrieved from Google Trends website: <https://trends.google.com/trends/explore?date=all&geo=US&q=red%20wine,white%20wine>

¹⁵ Google. YouTube Trends comparison of: “Red wine” vs. “White wine since 2008. Retrieved from YouTube Trends website: https://trends.google.com/trends/explore?date=all_2008&geo=US&gprop=youtube&q=red%20wine,white%20wine

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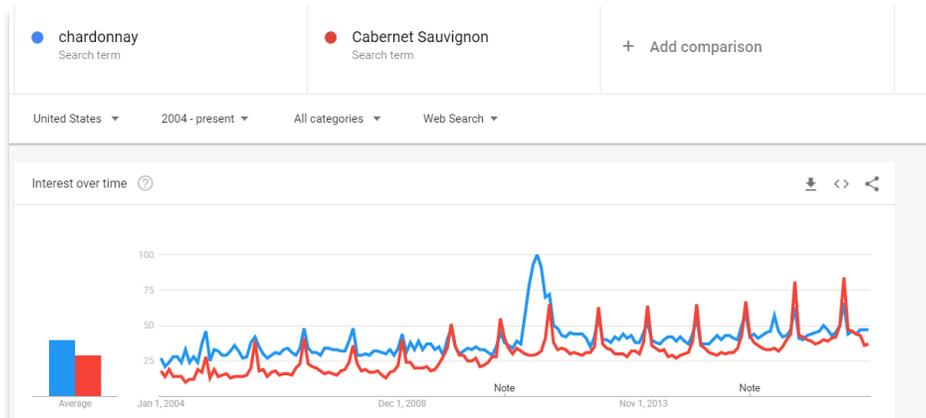
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May 11, 2018 / Revised June 22, 2018



Of the users who are searching the term “red wine” in Google, the most popular term that they also searched for is “white wine.”¹⁶

While “red wine” searches have been historically higher, it does not paint a true picture of search trends by varietal because one of the top selling red wines is called “red wine blend.” When comparing Google search trends of the number one varietal in the US, “Chardonnay” (117.6 MM case sales) to the second largest varietal, “Cabernet Sauvignon” (113.1 MM case sales),¹⁷ “Chardonnay” is consistently and steadily higher, while searches for “Cabernet Sauvignon” have cyclical peaks of interest, showing a dependable and steady interest in the Chardonnay varietal.¹⁸



¹⁶ Google. Google Trends comparison of: “Red wine” vs. “White wine” since 2004. Retrieved from Google Trends website: <https://trends.google.com/trends/explore?date=all&geo=US&q=red%20wine,white%20wine>

¹⁷ IRI (2018, 05 08). IRI Varietal Ranking Totals Report. Retrieved from IRI: <https://www.dropbox.com/s/oc2zyeeapka53ws/IRI%20-52%20Weeks%20-%20All%20Categories%20Total%20Food-Drug.JPG?dl=0>

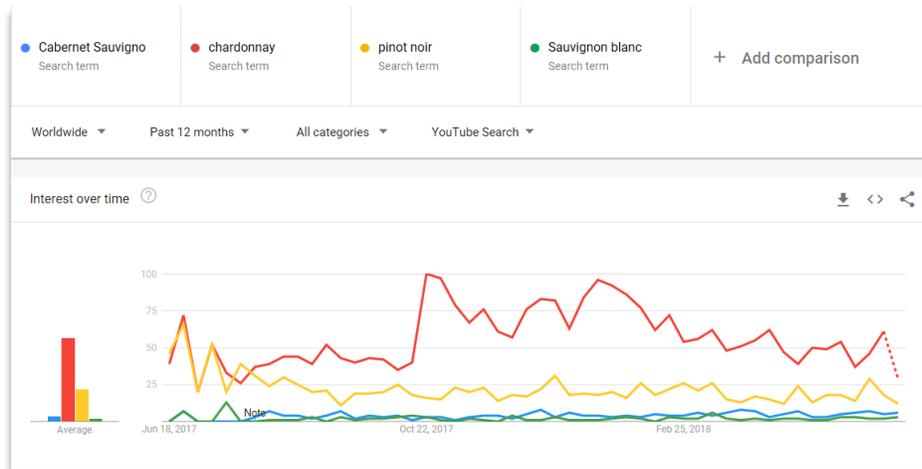
¹⁸ Google. Google Trends comparison of: “Chardonnay” vs. “Cabernet Sauvignon” since 2004. Retrieved from Google Trends website: <https://trends.google.com/trends/explore?date=all&geo=US&q=chardonnay,Cabernet%20Sauvignon>

Proposal for New Emoji ZWJ Sequence for RGI

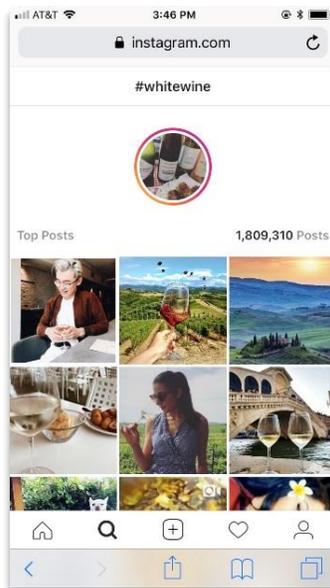
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May 11, 2018 / Revised June 22, 2018

The blurred interest between varietals is also apparent when comparing “Cabernet Sauvignon”, “Chardonnay”, “Pinot Noir”, and “Sauvignon Blanc.” YouTube search trends show that these red and white wines are comparable to one another, except for Chardonnay, which far outnumbers the remaining varietals.¹⁹



When searching popular social platforms, results show a high usage of the hashtag #whitewine²⁰ — over **1,809,304** posts on Instagram alone.



¹⁹ Google. Google Trends comparison of: “Cabernet Sauvignon” vs. “Chardonnay,” “Pinot Noir,” “Sauvignon Blanc” for past 12 months. Retrieved from Google Trends website:

<https://trends.google.com/trends/explore?gprop=youtube&q=Cabernet%20Sauvignon,chardonnay,pinot%20noir,Sauvignon%20blanc>

²⁰ Instagram. Instagram Search “#Whitewine”. Retrieved from Instagram:

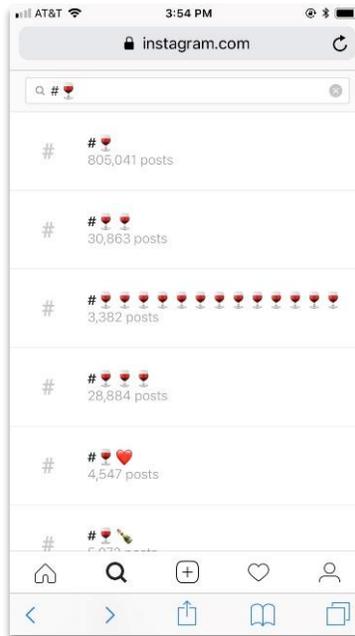
<https://www.instagram.com/explore/tags/whitewine/>

Proposal for New Emoji ZWJ Sequence for RGI

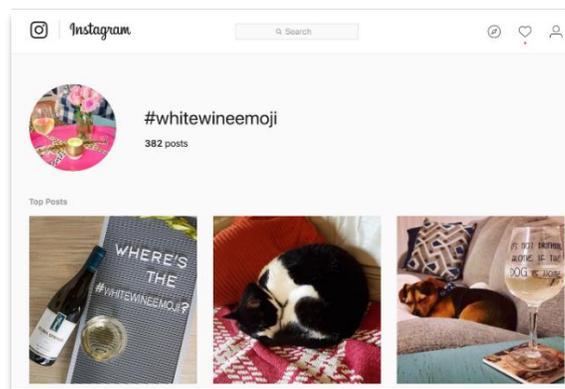
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May 11, 2018 / Revised June 22, 2018

Currently, Instagram allows users to hashtag emojis which enables them to appear in search results. The red “wine glass” emoji²¹ has incredibly high usage, second only to beer. These trends infer a white wine glass emoji would yield comparable or higher results, especially considering white wine is consumed at a higher frequency than red wine.



There are over 400 posts on Instagram using the hashtag #whitewineemoji.²² These posts include examples of users questioning the absence of a white wine emoji and demonstrating their enthusiasm for one to be added.



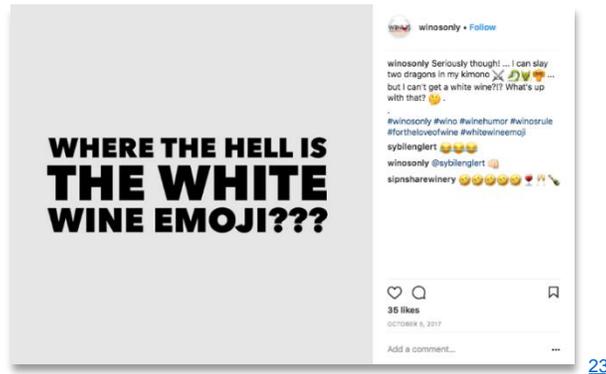
²¹ Instagram. Instagram Search “#🍷” Retrieved from <https://www.dropbox.com/s/4vi2g5w9ivrd3dw/Red%20Wine%20Glass%20Emoji%20Instagram%20Search.jpg?dl=0>

²² Instagram. Instagram Search “#Whitewineemoji”. Retrieved from <https://www.instagram.com/explore/tags/whitewineemoji/>

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Upon further investigation of emoji usage statistics,²⁵ the current wine glass emoji ranks 233 out of 2,666 total emojis (filtered by “daily average,” May 4, 2018). Expanding the sequence to include a white wine glass will increase overall usage of this already popular emoji.

Comparative to alternate adult beverage emojis, the red wine glass emoji does not trail far behind the top emojis in this category in terms of daily average usage (DAU). To put this in perspective, the most used adult beverage emoji is the bottle popping cork emoji (811 DAU) while the lowest is the tumbler glass (250 DAU). The red wine glass emoji is near the top of this category with a daily average usage of 518. In fact, the only other adult beverage emojis that outrank the red wine glass emoji are the clinking glasses (690 DAU) and the clinking beer mugs (670 DAU). The popularity of these two emojis could be attributed to their celebratory nature. Since they are both clinking, users can use these emojis for alternative reasons such as celebrating a promotion, wedding, birthday, etc.²⁶

²³ Winosonly. (2017, 10 05). Instagram Post. Retrieved from Winosonly Instagram: <https://www.instagram.com/p/BZ42uSLH2g9/>

²⁴ Chris__Curfman. (2016, 12 06). Instagram Post . Retrieved from Chris__Curfman Instagram: https://www.instagram.com/p/BMes9bphW_e/

²⁵ EmojiXpress. (n.d.). Emoji Stats. Retrieved from Emojistats: <http://www.emojistats.org/>

²⁶ EmojiXpress. (n.d.). Emoji Stats. Retrieved from Emojistats: <http://www.emojistats.org/>

Proposal for New Emoji ZWJ Sequence for RGI

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The resolution is undeniable. There is a clear need and demand for the white wine glass emoji, and fans of white wine feel they are not being represented. Below are just a few examples:

Pop Star Lady Gaga recently released a popular song called “Grigio Girls” that is all about having fun with your girlfriends while enjoying some Pinot Grigio.²⁷

The Today Show tweeted about the fact that there is no white wine emoji.²⁸



²⁷ Gaga, L. (2016, 12 21). Lady Gaga - Grigio Girls (OFFICIAL). Retrieved from Youtube: <https://www.youtube.com/watch?v=aPDRG0PJ9s4>

²⁸ The TODAY Show (2016, 06 02). TODAY show. Retrieved from Twitter: <https://twitter.com/TODAYshow/status/738352121075105792>

Proposal for New Emoji ZWJ Sequence for RGI

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May 11, 2018 / Revised June 22, 2018

Entrepreneur and Author Gary Vaynerchuk posted on Twitter stating his need for a white wine emoji.²⁹



Food & Wine Magazine's online article, "13 New Food Emojis are Coming Out This Year" specifically identifies that even there are new additions to the emoji keyboard, we are still missing "...a glass of white wine emoji."³⁰

The emojis will come to Apple iOS later this year, but there's no word on what exact part of the year the update will happen.

Food emojis are still seriously lacking though: We still don't have iced coffee, cupcake, kale, avocado toast, or even a glass of white wine emoji!

ii. Multiple Use:

In addition to representing all white wine varietals that the red wine emoji cannot, the white wine glass emoji has innumerable uses. For example, it can be used with other emojis to represent food pairings (e.g., white wine + sushi, soup, salad, fish, etc.). It can also be used to communicate

²⁹ Gary Vaynerchuk (2017, 10 07). Garyvee Twitter. Retrieved from Twitter: <https://twitter.com/garyvee/status/916703979433848832>

³⁰ Sherman, Elisabeth. (2017, 29 06). *13 New Food Emojis Are Coming Out This Year*. Retrieved from Food and Wine: <http://www.foodandwine.com/news/thirteen-new-food-emojis-coming-out-this-year>

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occasion based activities, such as a weekend brunch, girl's night, or beach day, or other celebrations during warmer months when white wine is more frequently consumed.

iii. Use in Sequences

The addition of the white wine glass emoji will create a new and valid “wine glass emoji sequence,” allowing a glass color modification to the character. The wine glass sequence will include both white and red wine, and creates the opportunity to add more colors in the future (e.g., pink wine glass to represent rosé wine).

iv. Breaking new ground

The current wine glass emoji, representing a generic red, is an oversimplification. Different varietals and styles of wine are more popular during various occasions, meals, and even climates. For example, if a person enjoys a meal of grilled steak and Cabernet Sauvignon, they may communicate it using the “cut of meat” emoji ([U+1F969](#)) and the current red wine glass emoji. However, if a person enjoys a meal of lobster and chardonnay (a delicious pairing!), they may use the lobster emoji ([U+1F99E](#)), but are required to use the current red wine emoji as well.

Additionally, white wines have a higher rate of consumption during warmer weather and seasons. Conversely, in general, red wine varietals are consumed at higher rates during cooler seasons.³¹

The lack of a white wine glass emoji inhibits self-expression, from a suggested meal pairing to the preferred libation one may enjoy during warm weather.

c. Image Distinctiveness

The white wine glass emoji will be visually distinct from the current wine glass emoji. The creation of the wine glass sequence will add greater diversity among all emojis, especially in the food and beverage emoji category, where no sequences currently exist.

Furthermore, different wine types are traditionally consumed out of different wine glasses. It not only changes the way the wine may taste on the palate, but also the experience on the nose. Making slight modifications to the wine glass (or vessel) for white wine will drive additional distinctiveness and real likeness.

d. Completeness

The creation of a wine glass emoji sequence incorporating a white wine glass will complete the representation of this beverage category. Quantitative research show that the number one varietal is Chardonnay (a white wine), followed by Cabernet Sauvignon (a red wine). The white wine option brings an authenticity and diversity to the already popular wine glass emoji.

³¹ IRI. (2018, 05 08). IRI Varietal Ranking Totals Report. Retrieved from IRI: https://www.dropbox.com/s/nskmoyhwxw588ml9/iri_varietal_breakdown%2052%20weeks.pdf?dl=0

Proposal for New Emoji ZWJ Sequence for RGI

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Nielsen Dollar Sales Data 2017³²: Chardonnay (white wine) represents the largest dollar sales by varietal.



IRI Sales Data³³: Case sales data at 52 weeks shows that Chardonnay (white wine) is the number one selling by volume (17.6MM cases):

Geography: Total US - Food/Drug

01 - IRI Category

Friday, May 4, 2018

Category Product	12 Weeks Ending 04-22-18			26 Weeks Ending 04-22-18			52 Weeks Ending 04-22-18		
	Dollar Sales	Case Sales	% Chg vs YA	Dollar Sales	Case Sales	% Chg vs YA	Dollar Sales	Case Sales	% Chg vs YA
CHARDONNAY	\$338,699,640	4,015,085	-1.1%	\$745,889,172	8,838,222	-1.3%	\$1,477,859,385	17,662,900	-1.2%
PINOT NOIR	\$144,903,847	1,161,943	1.3%	\$337,573,641	2,687,585	0.6%	\$608,388,762	4,929,212	1.4%
CABERNET SAUVIGNON	\$324,149,263	3,125,503	2.5%	\$743,893,311	7,060,381	1.4%	\$1,342,414,237	13,056,157	1.5%
BLUSH/ROSE FLAVOR	\$24,815,547	203,047	6.0%	\$67,303,704	543,467	7.3%	\$113,609,983	948,795	6.0%
FUME/SAUV BLANC BLENDS	\$116,326,651	1,051,685	5.3%	\$249,397,257	2,273,005	6.2%	\$507,569,853	4,644,129	6.4%
PINOT GRIGIO/PINOT GRIS	\$145,944,681	1,859,603	-0.4%	\$319,093,254	4,080,129	-0.4%	\$642,793,564	8,255,077	0.3%
MERLOT	\$96,771,415	1,358,089	-5.4%	\$219,914,206	3,051,211	-6.4%	\$412,922,369	5,810,858	-6.4%
RIESLING	\$30,275,145	332,485	-4.0%	\$71,798,376	787,484	-4.5%	\$137,607,040	1,522,425	-3.5%
SHIRAZ/SYRAH	\$14,161,639	168,607	-7.0%	\$32,123,251	382,650	-7.2%	\$60,148,594	723,400	-8.4%
RED BLENDS	\$211,379,349	2,218,269	4.9%	\$492,090,680	5,113,449	3.7%	\$880,568,074	9,316,967	3.8%
WHITE BLENDS	\$30,099,841	379,261	-3.2%	\$69,832,570	1,263,121	-3.3%	\$139,671,568	2,616,287	-3.3%
ZINFANDEL	\$30,223,417	227,602	-4.6%	\$69,428,471	525,261	-5.0%	\$127,899,458	980,736	-4.9%

4. SELECTION FACTORS — EXCLUSION

a. Overly Specific

White wine is a broad and currently unrepresented adult beverage category. Red and white wine are extremely different from one another in many areas ranging from production process to flavor profile to usage occasion and consumer preference. Further, the white wine glass emoji is not overly specific, as it represents all white varietals (e.g., Chardonnay, Sauvignon Blanc, etc.).

b. Open-Ended

This is not an open-ended pursuit; there are only three major shades of wine – white, red, and pink. While some day demand may justify adding a pink wine emoji too, the popularity of white wine will bring greater user benefit overall.

c. Already Representable

³² Nielsen. (2017). Nielsen Dollar Sales Data 2017. US Wine Off-Premise Sales in Millions. Retrieved from Source: WBM & Nielsen 52 weeks ending 12/03/16.

³³ IRI. (2018, 05 04). IRI Category. Retrieved from IRI: https://www.dropbox.com/s/7c3mid49zx0c6sh/iri_category.pdf?dl=0

Proposal for New Emoji ZWJ Sequence for RGI

Lauren Svoboda | Kendall-Jackson Winery

May 11, 2018 / Revised June 22, 2018

One cannot represent or recreate white wine using existing emojis or emoji sequences. The only way to communicate wine (red, white, or pink) is with the red wine glass emoji.

d. Logos, Brands, UI Icons, Signage, Specific People, Deities

N/A. White wine brings people together!

There are no logos or brands associated with the white wine glass emoji. Kendall-Jackson Winery is submitting this proposal on behalf of all white wine lovers and fellow wine producers.

There are no copyright risks associated with a white wine emoji.

e. Transient

It is safe to say that wine isn't going anywhere, and neither is the popularity of white wine. Scientists believe white wine has been around since before the time of Tutankhamen³⁴ and it has only grown in popularity over time. It now represents 47% of all wine purchases (red wine represents 46%).³⁵

f. Faulty Comparison

N/A. This proposal is not leveraging comparisons to existing emojis or sets of emojis to make its case.

g. Exact Images

N/A. This proposal does not request an exact image, but Kendall-Jackson Winery has developed a design to be licensed for public use (CC0).

³⁴ Pincock, Stephen. (2007, 03 01). *First White Wine was a Happy Accident*. Retrieved from ABC Science: <http://www.abc.net.au/science/articles/2007/03/01/1858180.htm>

³⁵ The Gomberg Fredrikson Report. (n.d.). *2017 Annual Wine Industry Review* p. 9: 2016 "Purchases in U.S. Food Stores by Type". San Rafael, CA: Gomberg, Fredrikson & Associates. https://www.dropbox.com/s/c5k1dpxwy3b72el/12.17_Gomberg-Fredrikson_Annual_Wine_Review.pdf?dl=0