

Proposal for WAFFLE Emoji

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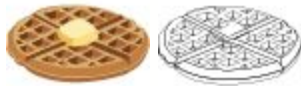
Original Submission Date: March 15, 2018

1. Identification.

A. CLDR short name: waffle

B. CLDR keywords: waffle | breakfast

2. Images.



Images by [Izzy Kramer](https://www.instagram.com/izzykramer/) (<https://www.instagram.com/izzykramer/>)

Images also available on my Google Drive [here](#).

3. Selection Factors — Inclusion.

A. Compatibility

I do not know of any emoji in Unicode or any other system that is a WAFFLE. There are the similar flour-based breakfast-themed foods of PANCAKES, BAGEL, CROISSANT, and BAGUETTE BREAD, unique opportunity to create a WAFFLE emoji that represents a globally popular breakfast food. WAFFLE could also have other purposes that I detail below.

B. Expected usage level

1. Frequency

The expected usage of WAFFLE is high, as many people enjoy eating waffles.

Statista, citing U.S. Census data and the Simmons National Consumer Survey (NHCS), found that 164.8 million Americans consumed frozen waffles, pancakes or French toast in 2017.¹ That's approximately 451,507 of that type of food eaten every day. If we assume that one-third

1

<https://www.statista.com/statistics/279366/us-households-consumption-of-frozen-waffles--pancakes--french-toast/>

of those eaten were waffles, that's approximately 150,502 waffles, or one waffle for every 2,146 people, that were eaten every day in the United States in 2017.

In addition, people in the United States love waffles. According to a 2015 Ask Your Target Market survey,² nearly 75 percent of respondents indicated they have a very positive, positive or somewhat positive opinion of waffles, and 30 percent of respondents indicated they have waffles more than about once a month.

Globally, there are not one but two days to recognize waffles, according to daysoftheyear.com. International Waffle Day, which falls on March 25, "began in Sweden as Våffeldagen, due to confusion between the Swedish 'vårfrudagen' meaning 'Our Lady's Day,' which falls on the same date. The day historically marks the beginning of spring and is celebrated by the eating of many waffles." The second, National Waffle Day, on August 24, "began in the USA and honours the anniversary of the patenting of the first U.S. waffle iron invented by Cornelius Swarthout of Troy, New York, and is celebrated on 24th August."³

2. Multiple usages

The WAFFLE emoji has uses beyond its literal representation.

- It could be used to indicate the presence of or a desire for a waffle.
- It could be used to more broadly represent a breakfast meal.
- It could also be used to indicate "waffling," or being indecisive, about something.

3. Use in sequences

WAFFLE could be used in many sequences. For example:

- A singular waffle:
 - Sequencing on its own would communicate the presence of or desire for a single waffle.
- Breakfast:
 - Sequencing with PANCAKE, BACON, and/or COOKING would communicate a breakfast meal.
- Indecision:
 - Sequencing with THINKING FACE could indicate that someone is being indecisive.

²

<https://aytm.com/surveys/343442/stat/d37a862489061e03d5d43dcbb5f760e0#charts/chart=respondents.color=0>

³ <https://www.daysoftheyear.com/days/waffle-day/>

4. Breaking new ground

WAFFLE is an entirely new emoji on its own. It expands the number of breakfast foods emoji such as PANCAKE, BACON, and/or COOKING as well as flour-based emoji such as BREAD, CROISSANT, and/or PRETZEL.

C. Image distinctiveness

WAFFLE as visualized in this proposal would be distinct from most current emoji and recognizable as a waffle. Though there are many food emoji, waffles have a distinct, iconic look, particularly with the waffle divots, that would be recognizable even on mobile devices.

D. Completeness

WAFFLE would add to the number of current emoji of food, particularly those in the breakfast category.

E. Frequently requested

Many people have expressed interest in a waffle emoji in a variety of ways.

Media

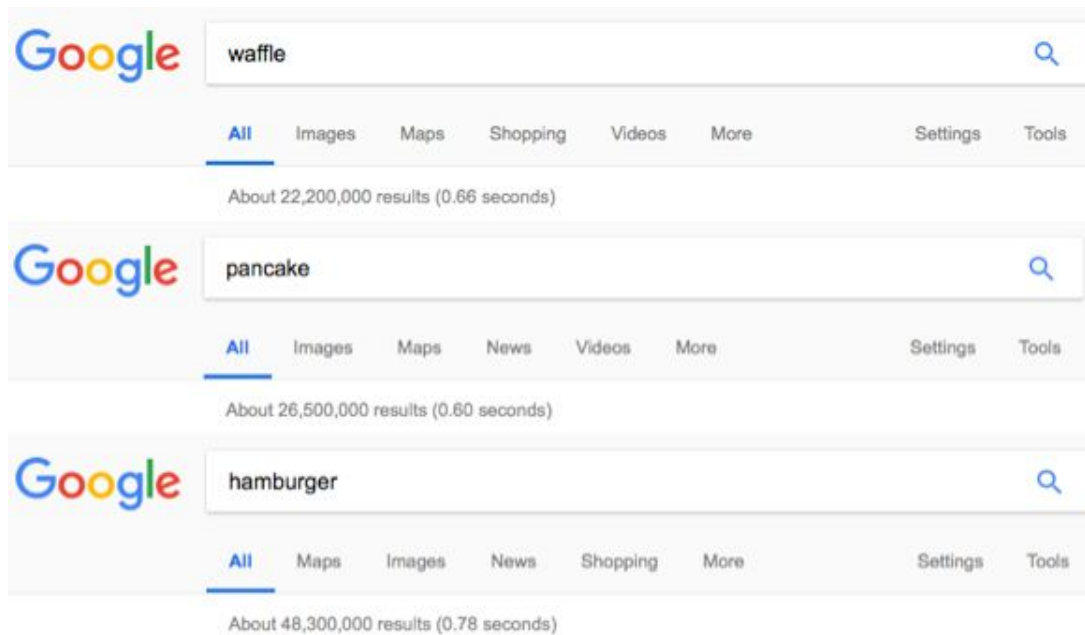
A 2016 AdAge [article](#) reported on Eggo releasing an “Eggoji” keyboard, an emoji app for Android with waffle-themed emoji, because it saw nearly 1,000 social media mentions of people asking for a waffle emoji over a 90-day period in 2015. The [app](#), as of February 26, 2018, has been downloaded between 10,000 and 50,000 times.

In addition, a 2017 [delish.com article](#) about the emoji in consideration for Emoji 11.0 asked why it didn't include a waffle emoji.

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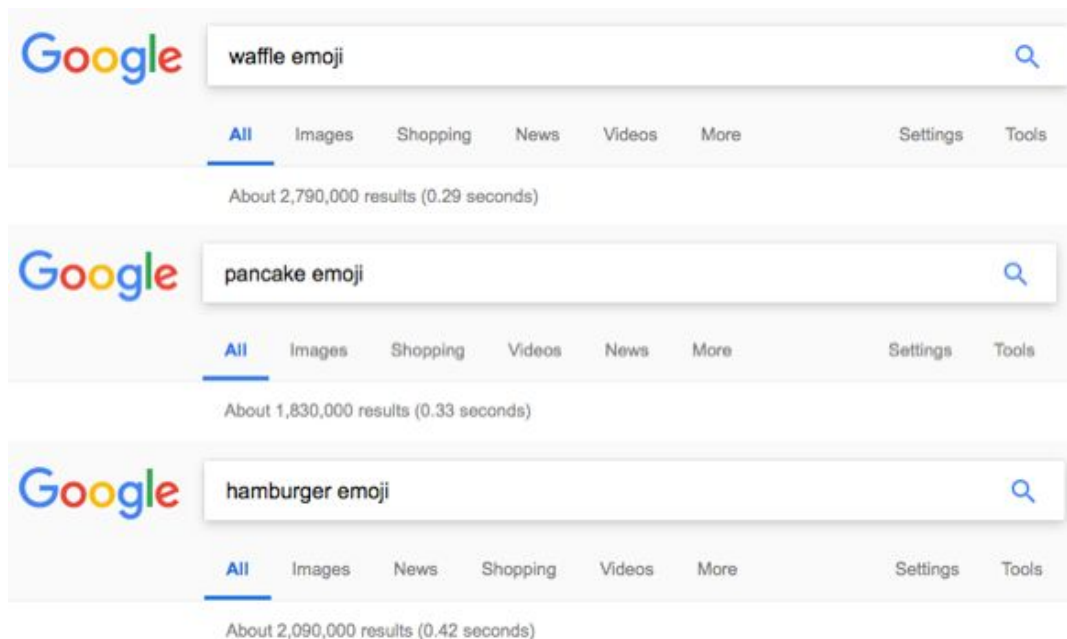
Google Search

Waffle vs. pancake vs. hamburger



(Screenshots captured on March 13, 2018.)

Waffle emoji vs. pancake emoji vs. hamburger emoji

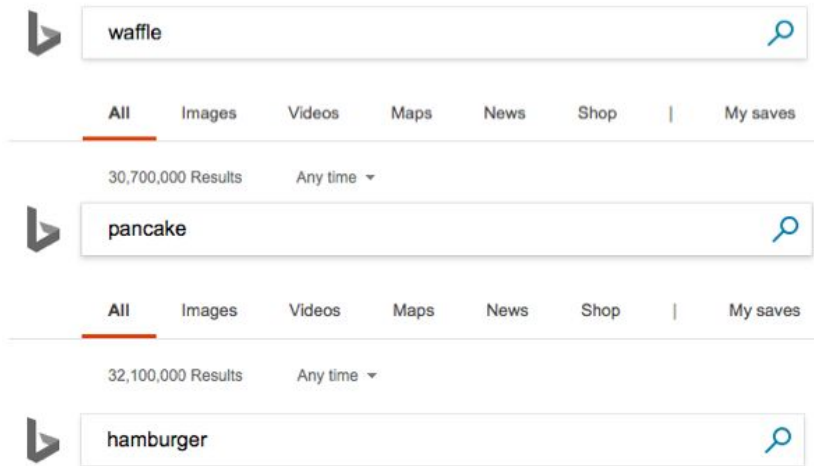


(Screenshots captured on March 13, 2018.)

Note that there are more results for waffle emoji than for pancake emoji or hamburger emoji.

Bing Search

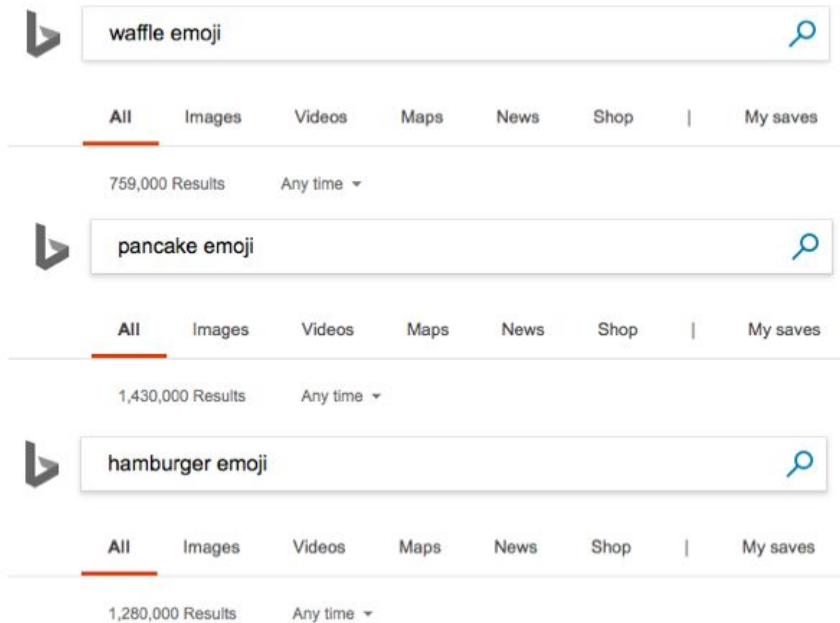
Waffle vs. pancake vs. hamburger



(Screenshots captured on March 13, 2018.)

A Bing search for hamburger did not show the volume of results. Instead, it showed local recommendations, recipes, and then a typical list of results. I assume the volume of a search for hamburger is higher than the volume for waffle and pancake.

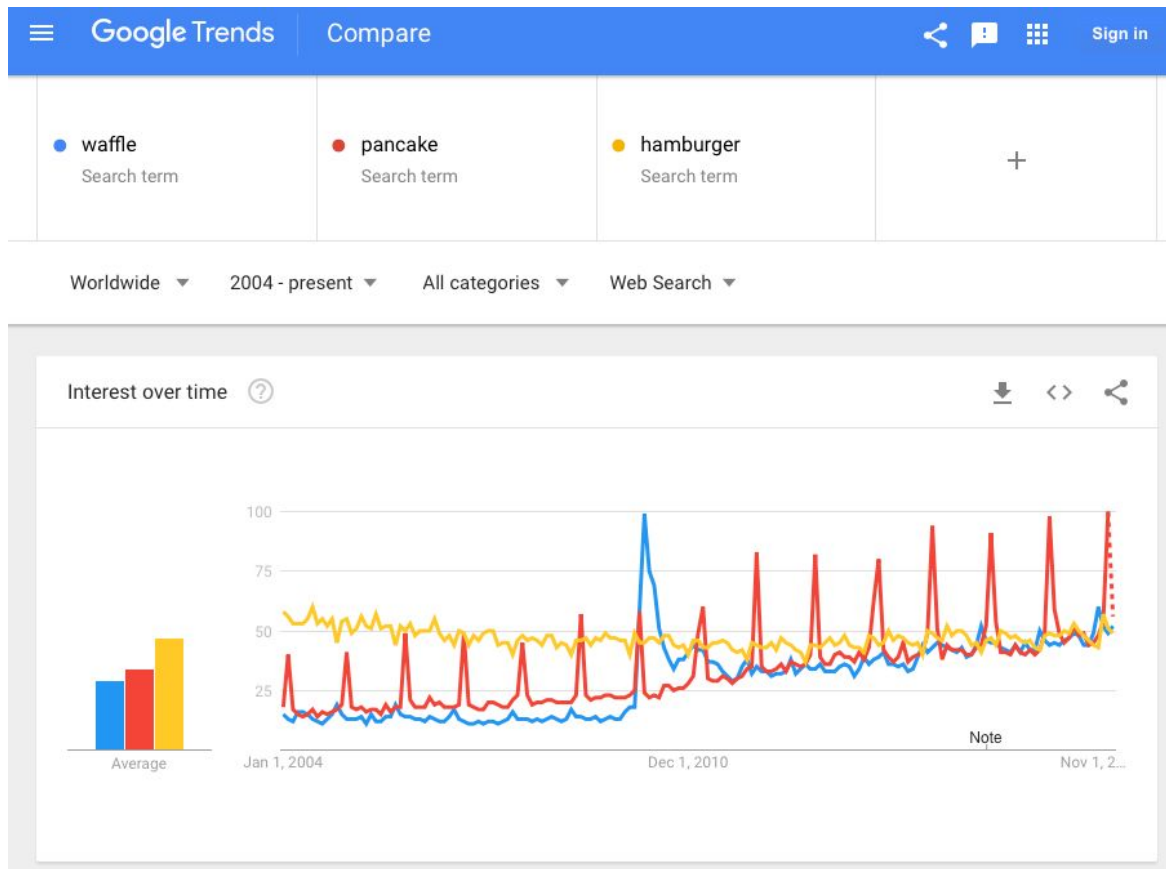
Waffle emoji vs. pancake emoji vs. hamburger emoji



(Screenshots captured on March 13, 2018.)

Google Trends (Web Search)

Note: Below are the earliest Google Trends searches I could do for the comparison terms.



(Screenshot captured on March 13, 2018.)

The spikes for searches of pancake are likely due to Shrove Tuesday, which, according to Wikipedia, is known in [Commonwealth](#) countries and [Ireland](#) as Pancake Tuesday or Pancake day and is the day in February or March immediately preceding [Ash Wednesday](#) (the first day of [Lent](#)), which is celebrated in by consuming pancakes.⁴ These surges in searches are also likely attributed to IHOP promoting free pancakes annually for National Pancake Day, which is annually in late February or early March.

I can't find why there was a spike for "waffle" in May 2010.

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⁴ https://en.wikipedia.org/wiki/Shrove_Tuesday

Google Trends Compare

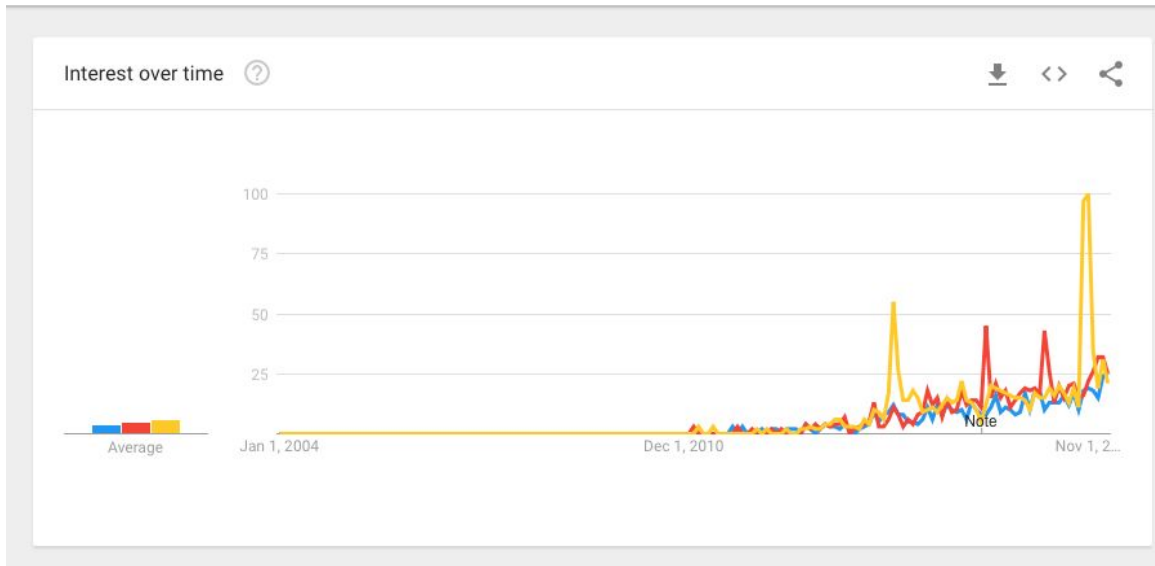
• waffle emoji Search term

• pancake emoji Search term

• hamburger emoji Search term

+

Worldwide 2004 - present All categories Web Search

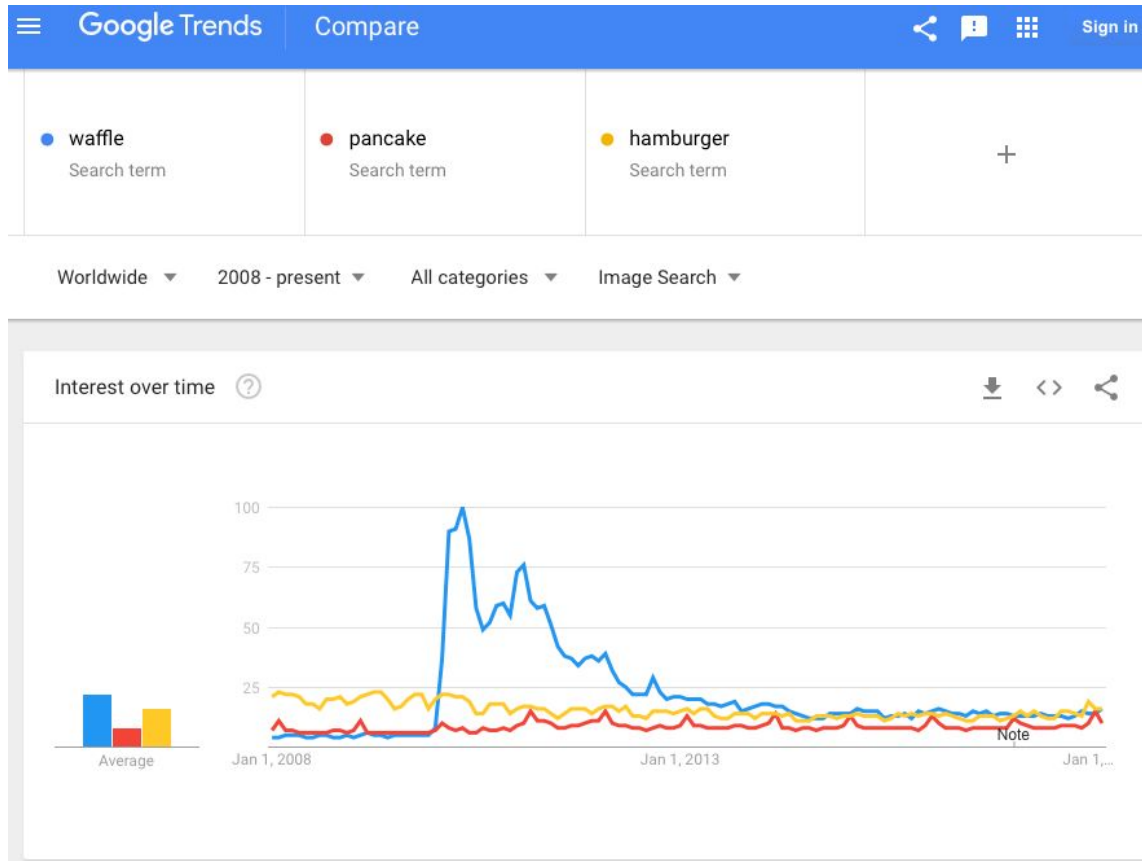


(Screenshot captured on March 13, 2018.)

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Google Trends (Image Search)

Note: Below are the earliest Google Trends searches I could do for the comparison terms.



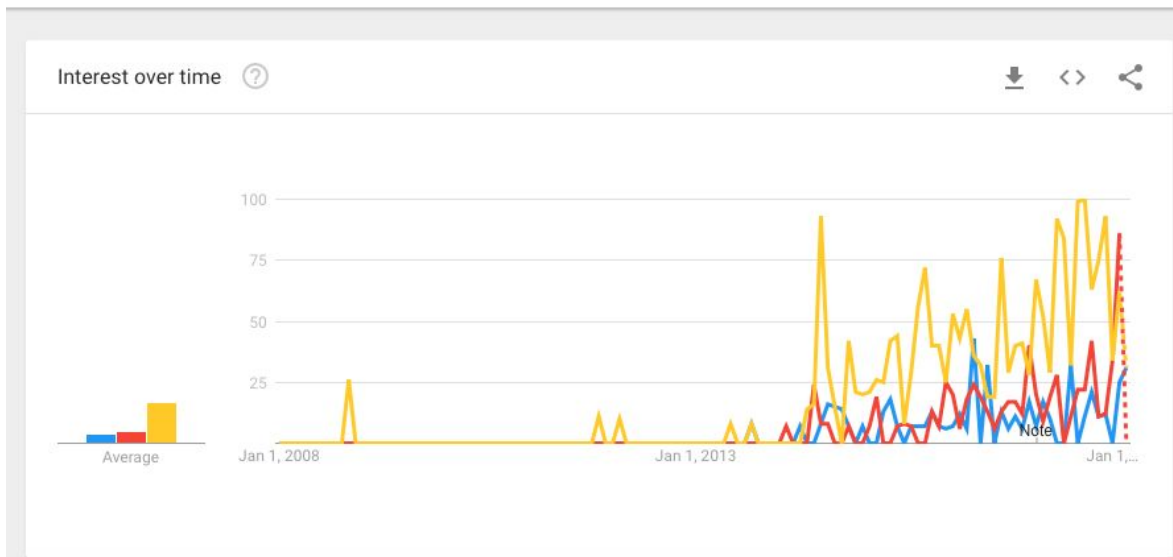
(Screenshot captured on March 13, 2018. I can't find why there was a spike for "waffle" in May 2010.)

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Google Trends Compare

● waffle emoji Search term
 ● pancake emoji Search term
 ● hamburger emoji Search term
 +

Worldwide 2008 - present All categories Image Search



(Screenshot captured on March 13, 2018.)

Instagram

[An Instagram search for #waffleemoji on Instagram on February 26, 2018](#) yields 556 posts with many users hashtagging pictures of waffles with #waffleemoji instead of using a waffle emoji. (All screenshots below captured on February 26, 2018.)

<https://www.instagram.com/p/Bex3UriADfp/?tagged=waffleemoji>



<https://www.instagram.com/p/Be47XzIFFWB/?tagged=waffleemoji>



Twitter

[A Twitter search of “waffle emoji” on February 26, 2018](#), shows that many people on Twitter have expressed a desire for a waffle emoji. (All screenshots below captured on February 26, 2018.)

<https://twitter.com/kimguerrero/status/967993679561474049>



<https://twitter.com/crazykg13/status/967766297516920834>



<https://twitter.com/cmquimpo/status/967581418472615936>



shrimpo
@cmquimpo

Follow

im lowkey wondering why there isn't a waffle emoji yet.

ive been robbed ??????????????

6:06 PM - 24 Feb 2018

2 Likes



1



2



Tweet your reply



Ashley Solis @ashleysodrizzyy · Feb 25

Replying to @cmquimpo

👉 same



1



1



shrimpo @cmquimpo · 10h

um. no.



1



<https://twitter.com/JulianneWeinman/status/967472326353747969>



julianne weinman
@JulianneWeinman

Follow

You know, people say you have to pick your battles, and I hear you...but I WILL NOT STAND for the fact that there is a 🥞 PANCAKE emoji and yet there is NOT A SINGLE WAFFLE EMOJI. (@Apple Please advise.)

10:52 AM - 24 Feb 2018

2 Likes



2



Apple Communities Forums

Apple users have expressed a desire for a waffle emoji in the Apple Communities support forums.

<https://discussions.apple.com/thread/7989898>

Communities Contact Support

[Sign in](#) Content Search

Support Communities / iPhone / Using iPhone

 Looks like no one's replied in a while. To start the conversation again, simply ask a [new question](#).



Boca_Chula

• Level 1 (4 points)



iPhone

Q: why is there no waffle emoji?

I noticed there was no emoji of a waffle and I feel like this is a big problem for those who lean more towards waffles than pancakes. They deserve equal treatment and it's not fair that pancakes get an emoji and waffles don't.

Posted on Jun 20, 2017 7:41 PM

Reply


I have this question too (14)

<https://discussions.apple.com/thread/8007383>

Communities Contact Support

[Sign in](#) Content Search

Support Communities / iPhone / Using iPhone

 Looks like no one's replied in a while. To start the conversation again, simply ask a [new question](#).



Concerned_apple_user

• Level 1 (5 points)



iPhone

Q: No waffle emoji??

Dear Apple,

I would like to say that I am not completely satisfied with your emoji keyboard, for there seems to be an absence of a waffle emoji which I think is completely absurd. Waffles are one of the most beautiful things in the world and I believe they deserve to be put in along with all the other foods on the emoji keyboard. Besides this nonsense you seem to be doing a great job and keep up the good work!

Posted on Jul 8, 2017 8:09 PM

4. Selection factors — Exclusion.

F. Overly specific

WAFFLE, as proposed, is specific to the waffle food. However, nothing about the specific image as proposed would limit usage for the multiple meanings described earlier in this proposal.

G. Open-ended

There are no previous WAFFLE emojis that are similar to the image in this proposal.

H. Already representable

WAFFLE cannot be communicated through the current approved emoji in Emoji 11.0. Users can communicate the sentiment of a breakfast meal with emoji like PANCAKE, BACON, and/or COOKING, but cannot communicate a waffle using only the current approved emoji in Emoji 11.0.

Usage of WAFFLE to communicate indecisiveness can be communicated with face emoji such as THINKING FACE and/or FACE WITH RAISED EYEBROW, but the specificity of “waffling” on a decision cannot be communicated with these emoji.

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

WAFFLE is not confined by logos, branding, UI icons, signage, specific people or deities. Waffle House and Kellogg’s Eggo Waffles are well-known United States brands that prominently market waffles, but they do not have any ownership of the idea of a waffle on its own.

J. Transient

It is expected that people will use the WAFFLE for as long into the future as they are able to use devices that support emoji. Waffles are an internationally-recognized food and a wafered waffle emoji can be used to represent them globally.

The Belgian waffle, as we understand it in the United States, first appeared in the U.S. at the 1962 World’s Fair in Seattle, according to the [Huffington Post](https://www.huffingtonpost.com/2015/02/02/belgian-waffles-history_n_6535434.html),⁵ and actually came from Brussels. And, according to [tripzilla.com](https://www.tripzilla.com/waffles-around-the-world-that-will-make-you-drool/25116), waffles can now be found all over the world, including in Hong Kong, Scandinavian countries, Great Britain, and Ireland.⁶

⁵ https://www.huffingtonpost.com/2015/02/02/belgian-waffles-history_n_6535434.html

⁶ <https://www.tripzilla.com/waffles-around-the-world-that-will-make-you-drool/25116>

K. Faulty comparison

There are no emoji similar to the WAFFLE as proposed.

L. Exact images

This proposal does not require an exact image.

5. Sort location.

A. Category: [food-prepared](#)

B. Emoji it should come after in that category: PANCAKES

6. Other information.

This my waffle recipe that I love.

Ingredients:

- 2 cups flour
- ½ cup sugar
- 3 ½ teaspoons baking powder
- 2 eggs, separated
- 1 ½ cup milk
- 1 cup melted butter
- 1 teaspoon vanilla
- Waffle iron (I use [this one](#))

Directions (makes 5+ waffles):

1. Plug in waffle iron to let it heat up while you're mixing the ingredients. Spray with cooking oil.
2. Combine flour, sugar, and baking powder.
3. Separate eggs, lightly beat yolks.
4. Stir in dry ingredients until just combined.
5. Beat egg whites until stiff peaks form. Add to batter.
6. Stir everything together for a few minutes.
7. Pour ~¾ cup of batter into the heated waffle iron, close the iron, and flip it over.
8. Let batter sit in the waffle iron for two minutes.
9. When two minutes are up, flip the waffle iron back over, and remove the waffle from the iron.

10. Repeat steps 7-10 until you're out of batter.
11. Enjoy with heated maple syrup and butter.