



To the Unicode Consortium

Proposal for New Emoji: Fondue

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Introduction

The intention of this proposal is to advocate the inclusion of a new emoji, the fondue. Fondue [ˈfɒnˈduː/; also /ˈfɒndjuː/] is a traditional Swiss dish with melted cheese served in a communal pot, called caquelon [kɑːˈkɔːlɔːn], over réchaud (burner) and eaten by dipping bread into the molten cheese using long-stemmed forks.¹

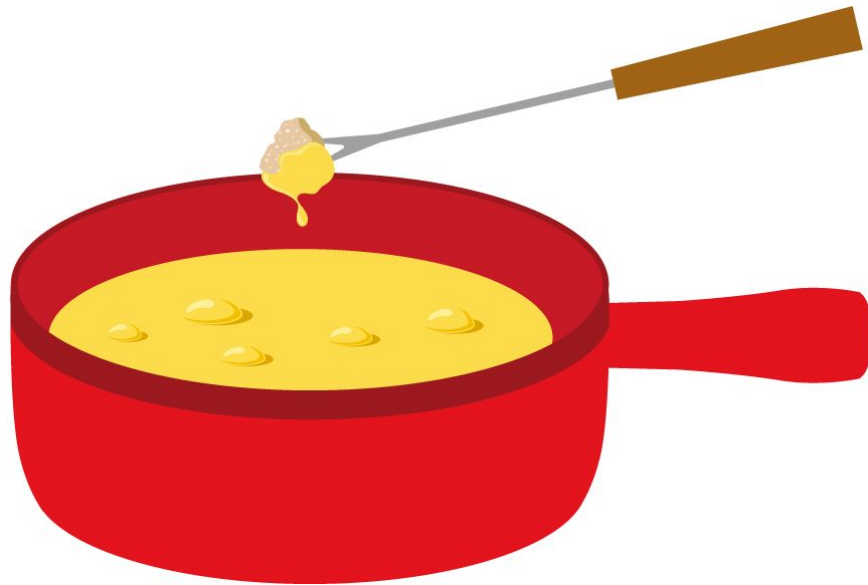


Figure 1: Illustration of Fondue, created by Stefan Wehrle, free for use and distribution.



Figure 2: Illustration of Fondue, created by the Unicode Emoji Subcommittee.

While debate about the most authentic recipes is endless, no one disputes that the melted cheese dish has long been part of Swiss cuisine. Fondue-like dishes date back to 1529 when, after a battle, Catholic and Reformist Confederates resolved their differences over a huge steaming pot of creamy, milk-based soup.² The oldest recipe for “Käss mit Wein”, “cheese with wine” is dated 1699 in a handwritten book from Anna Margaretha-Gessner.³

Fondue came to be widely promoted in the 1930s by the cheese union, when strenuous efforts were made to sell surplus hard cheese. The dish's international fame was boosted considerably when it was presented at the World Fair in New York in 1940. To this day fondue is well known around the globe and the name has been generalized as well to describe other dishes, served in a communal pot. The export of cheese fondue has been considerable in recent years. Over a period of four years, more than 4300 tonnes of pre-made-fondue has been exported.⁴ Furthermore, Professor Charles Spence from the University of Oxford wrote a recent piece (<https://ora4-prd.bodleian.ox.ac.uk/objects/uuid:51dbf09c-49aa-404c-a622-c5272793f2ea>) about the comeback of the Swiss classic. He mentions, that UK department store John Lewis witnessed a tripling of sales of fondue sets last year (2017) and that the dish is back in fashion.

1 <https://en.wikipedia.org/wiki/Fondue>

2 <http://www.swissinfo.ch/eng/history-shows-there-s-more-to-fondue-than-cheese/3682644>

3 <http://www.hr-lavater.ch/tag/anna-margaretha-gessner-kitt>

4 <http://www.schweizerkaese.ch>

1 Identification

A CLDR short name

fondue

B CLDR keywords

cheese, fondue, molten

2 Images

A Zip File

One sample color image and one sample black&white image for the proposed emoji is included below and also in an attached zip file.

B License

The fondue (Fig. 1) was created by Stefan Wehrle using Adobe Illustrator CC. The image and likeness of the fondue is free for use and distribution by members of the Unicode Consortium.

To include other dishes, like chocolate-fondue or a hot pot, the Unicode Emoji Subcommittee suggested the use of a slightly rotated pot. The authors are very fond of this idea. These following emojis were provided through a designer of the subcommittee and will be henceforth included in the authors' proposal.

C Document



3 Selection Factors – Inclusion

A Compatibility

As far as the authors are aware: The fondue is not currently being used as an emoji or emoji-like character by any of the major platforms. The fondue-emoji represents a unique opportunity to start a broader representation of foods, and especially a gastronomical exploration of cheese dishes.

B Expected usage level

It is the authors' belief that the use of the fondue emoji will be widespread. Fondue is highly recognized as a dish. Peak of demand for molten cheese can be localized during wintertime. Around the holiday season the web-searches for fondue outnumbers the search for hamburger – one of the most widely recognized dishes ever created.

Average results for Hamburger (71) vs. average results for Fondue (25)

Peak-results for Hamburger over a 5 year period (90) vs. Fondue (100)



Figure 2: A Google Trends search (web) reveals, that fondue searches outnumber those for hamburger during wintertime.

Further investigation into the topic reveals, that although there are more than 2.3 million results for #hamburger on Instagram, #fondue results in almost a third as many hits. This alone shows: fondue is more than just a fad.

It is highly likely that the “King of Emojis” and tennis player, Roger Federer, will be amongst the first ones to use fondue. Federer is well known for expressing his feelings through emojis. Our educated guess is, that the tennis player will presumably be a big advocate to push the usage of fondue not only to his 12.3 million twitter followers, but also to his 5.1 million followers on instagram.

Fondue does not only stand for a traditional dish, it is also referenced in pop-culture. The term fondue can be found in a variety of songs i.e. “Long Burn The Fire” (Beastie Boys, 2011) or “Already Platinum” (Pharrell Williams, Slim Thug 2005). Even Justin Bieber enjoys some melted cheese from time to time. He sung about “Chillin' by the fire while we eatin' fondue” in “Boyfriend” (2012).

On a broader spectrum the fondue can also be found in the movie “Semi Pro” (2008) as well as in “That '70s Show”, where Mila Kunis and Ashton Kutcher enjoy a caquelon full of molten cheese. It is also referenced in “Astérix chez les Helvètes” (Asterix in Switzerland, 1973). The popular comic book was translated to 16 different languages, including German, English, Spanish and Turkish.

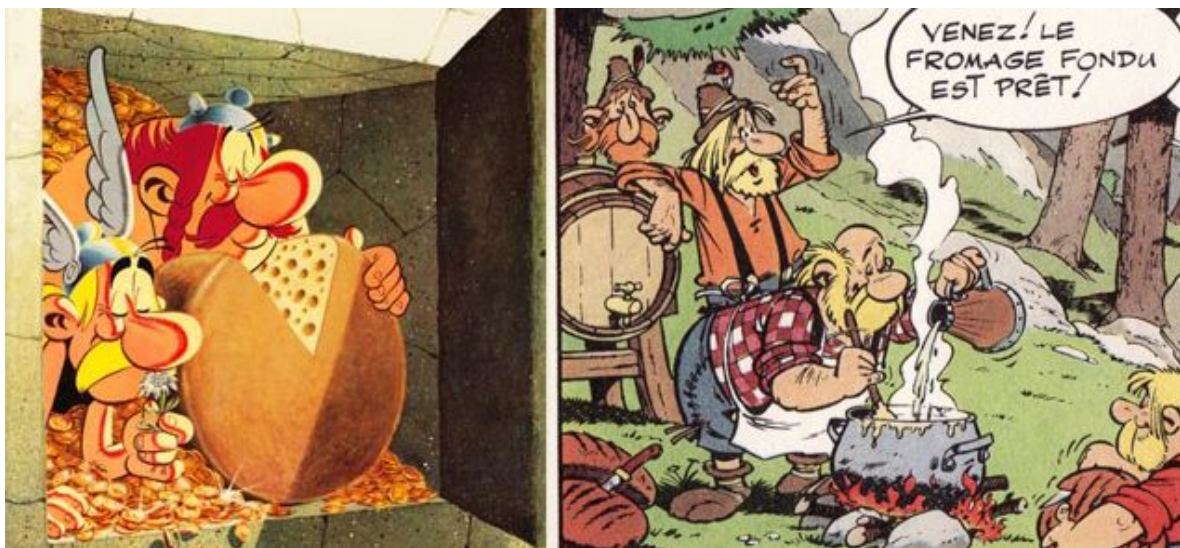
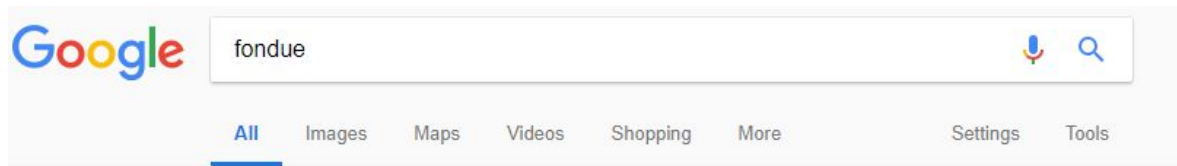


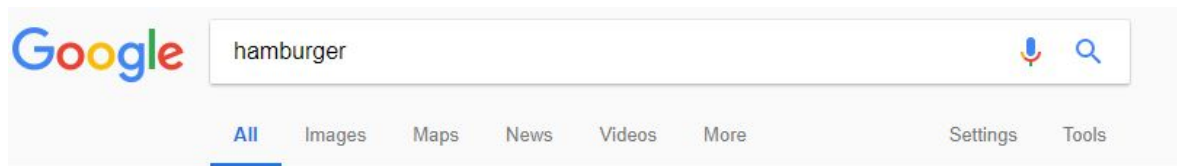
Figure 3: Excerpt from “Astérix chez les Helvètes”: Venez! Le fromage fondu est prêt! – Come over! The melted cheese is ready!

1 Evidence of Frequency

Google Search

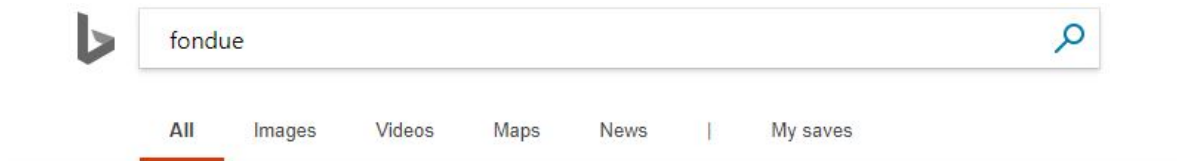


About 37.600.000 results (0,60 seconds)

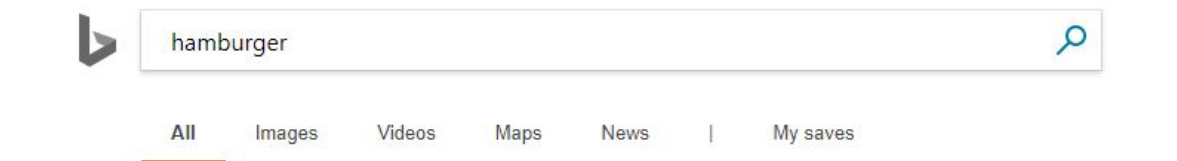


About 152.000.000 results (0,79 seconds)

Bing Search

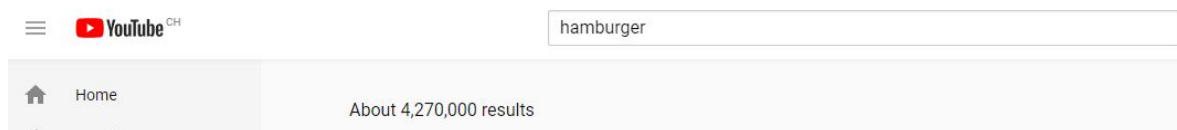
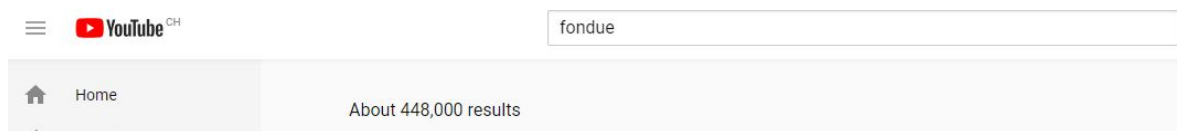


9'320'000 Results Date Language Region

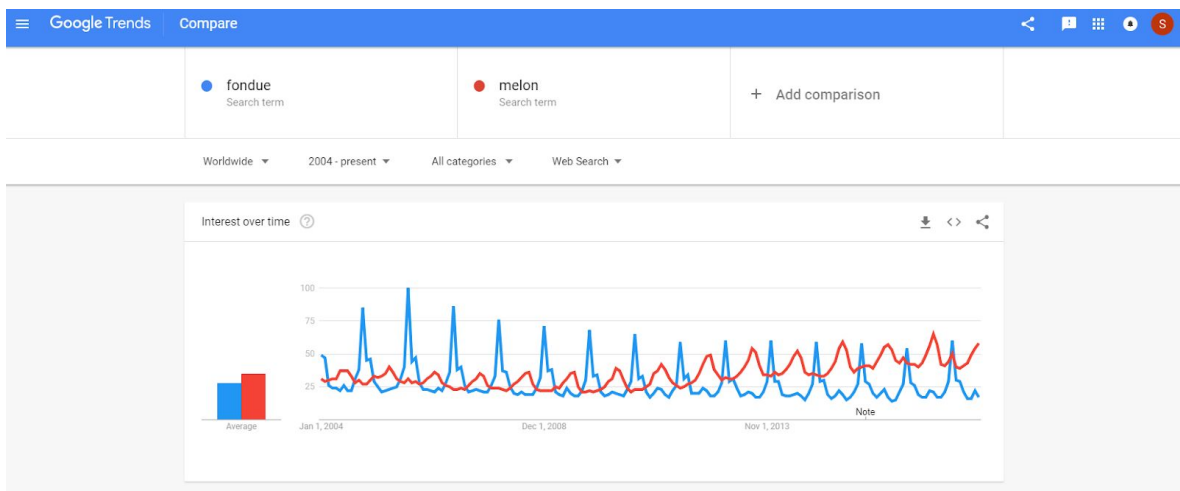
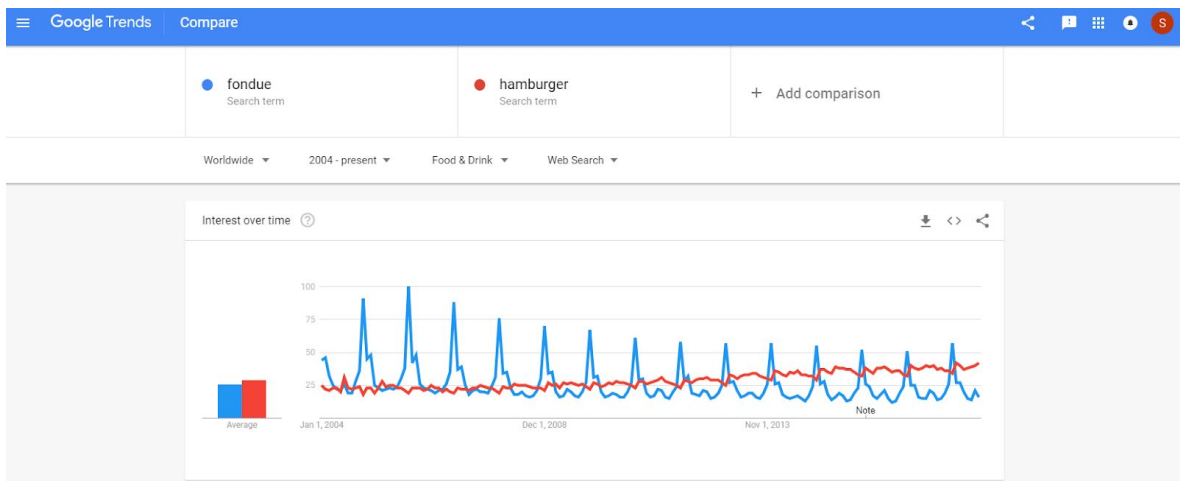
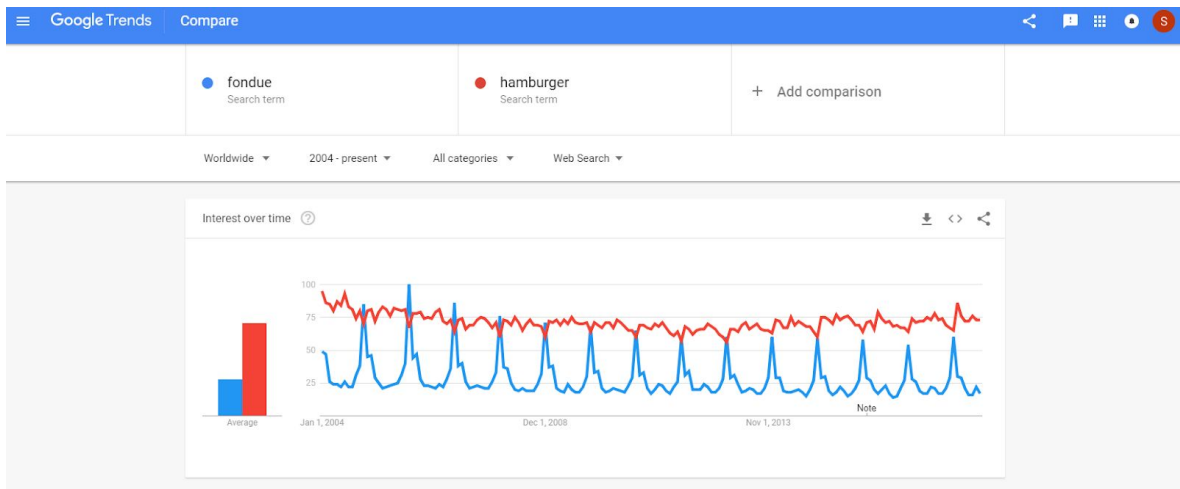


13'400'000 Results Date Language Region

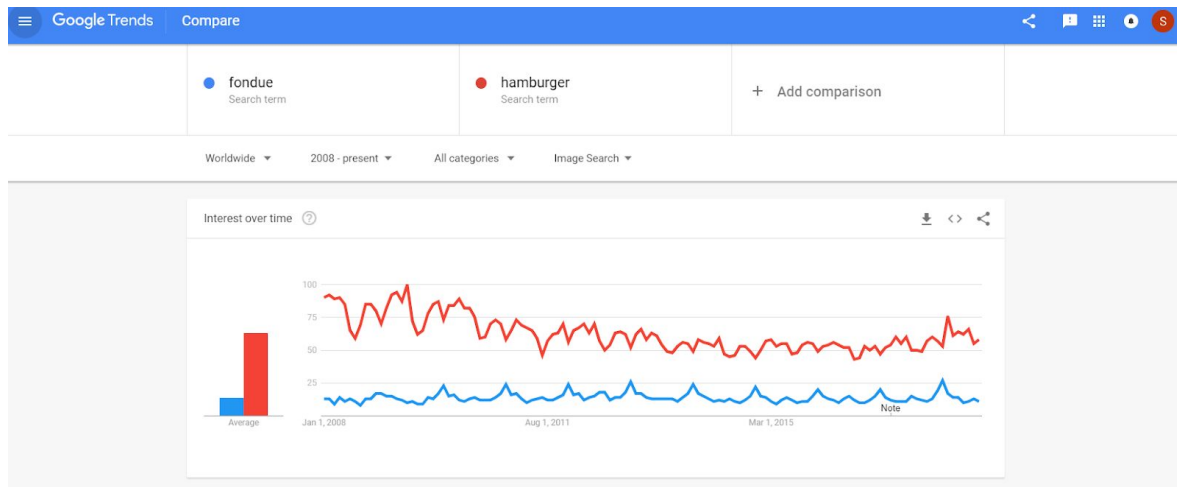
Youtube



Google Trends: Web Search



Google Trends: Image Search



Wikipedia Search



2 Multiple usages

Not applicable.

3 Use in sequences

The fondue can easily be combined with other emojis, such as boy, girl or family. This will give users the opportunity to create a social interaction over a molten pot of cheese through the expression of emojis, like family-fondue.

4 Breaking new ground

Yes. Fondue is a whole new dish in the world of emoji. Although there are some similarities with asian hot pots, it is completely unique and known worldwide.

C Image distinctiveness

For the proposed character it is easy to create an image that is distinct from existing ones in Unicode and communicates the intended associations. It is simply a pot over fire with bread on a fork, which is dipped in molten cheese.

D Completeness

The authors believe, that the proposed pictograph will fill a gap. Although there are similar Emojis in the category like spaghetti or steaming bowl emoji there is none depicting a fondue.

E Frequently requested

Not applicable.

4 Selection factors – Exclusion

F Overly specific

The fondue, while distinct, is not overly specific, as it is widely recognized in Western culture as well as in other parts of the world.

G Open-ended

The proposed character keeps generality as well as other existing food emoji characters. The character can be used for various meanings in the same level of other existing food emoji, for example steaming bowl emoji or spaghetti.

H Already Representable

It would be possible to say that fondue could be represented by the characters fire and cheese. However, considering the expected usages, they are not representable.

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

Not applicable.

J Transient

Not applicable.

K Faulty comparison

Not applicable.

L Exact images

No.

5 Sort location

A

The authors suggest that the fondue be included in the Food & Drink section, and within the food-prepared grouping.

B

The fondue could be placed most anywhere in this group, but best after cheese wedge.

6 Other information

Similar to the Emoji characters, which are available in different skin tones, the fondue Emoji could be provided with a second option for chocolate fondue. A sweet version of the dish, which is a dessert classic and wildly popular since decades, where the favourite fruits are dipped into the melted chocolate.