Proposal for Emoji: JAR

Submitter: Samantha Sunne and Andrea Hilborn
Date: April 2019 -- Revised January 15, 2020
Emoji Name: JAR
Sort Order: in the Food-Prepared category, after CANNED FOOD
Reference Emoji: ELEPHANT
Keywords: SAUCE | SPREAD | CONDIMENT | CONTAINER | MASON | KEEP | STORAGE

Credit: Aphelandra Messer/Emojination. Free for use in context of this proposal.

This proposal was updated 1/15/20 to remove references to condiments and propose an empty jar instead.

Introduction

While many emoji are held in containers, such as POT OF FOOD 🍲 and TAKEOUT BOX 🍲, there are few emoji that are simply containers themselves. The container emoji that do exist are specific to what they would contain, such as PACKAGE 📦 for mail, FUNERAL URN ⚪ for human remains, and SHOPPING BAGS 🛒 for shopping.

There are no emoji to represent the concepts of storing, especially in the realm of food, which is why we are suggesting JAR. JAR can represent this concept of storage, or putting something away for safe keeping. Jars are used around the world to hold a multitude of sauces, jams, condiments and foods, including:

- Asia
  - Kimchi
  - Chutney
- Latin America
  - Salsa
  - Chimichurri
  - Dulce de Leche
- North America
  - Jam
  - Jelly
  - Marmalade
  - Mustard
- Ketchup
- Peanut Butter

- Europe
  - Aioli
  - Ajvar\(^1\)
  - Lingonsylt\(^2\)
  - Fry Sauce\(^3\)
  - Speculoos Spread\(^4\)

- Middle East
  - Tahini

Jars maintain a regular shape despite coming from many countries and regions.
Images from [Countdown](https://www.countdown.co.nz), [Best Bees](https://www.bestbees.co.nz), [Target](https://www.target.com), [Morrisons](https://www.morrisons.com) and [Smucker's](https://www.smuckers.com).

Together, this wide range of sauces and toppings manage to comprise Mediterranean, European, Hispanic, Asian, Indian and American cuisines. Part of Emojination's mission is to make non-American cultures feel more represented in emojidom.

In addition, words like "sauce," "jam," and "jelly" carry slang meanings in English. We believe the JAR emoji will primarily be used as a food item, but it could potentially be used as slang. For example, Grey Poupon mustard is sometimes used by American rap artists as a metaphor for wealth and status.\(^5\)

---

\(^1\) [https://en.wikipedia.org/wiki/Ajvar](https://en.wikipedia.org/wiki/Ajvar)
\(^2\) [https://en.wikipedia.org/wiki/Lingonberry_jam](https://en.wikipedia.org/wiki/Lingonberry_jam)
\(^3\) [https://en.wikipedia.org/wiki/Frittessaus](https://en.wikipedia.org/wiki/Frittessaus)
\(^4\) [https://en.wikipedia.org/wiki/Cookie_butter](https://en.wikipedia.org/wiki/Cookie_butter)
Rapper Kendrick Lamar offers the audience a jar of Grey Poupon mustard in his award-winning music video "Humble."

While there are many emoji for a variety of foods currently in Unicode Emoji library, currently there are no emoji for condiments, with the potential exception of HONEY POT 🍯.

We believe JAR will offer users a valuable symbol for these condiments (discussed further in the Multiple Usages section) as well as a catch-all for the concept of storage.

**Selection Factors Inclusion**

A. **Compatibility**

We are not aware of an existing JAR emoji or icon.

B. **Expected Usage Level**

**Evidence of Frequency**

In order to narrow down results, we are including snapshots of searches for "glass jar", "mason jar" and "glass jar" in addition to "jar", which can be used as a verb.
Google Video Search:

- **elephant**: 125,000,000 Results

Google Video Search:

- **jar**: About 94,300,000 results (0.35 seconds)

Google Video Search:

- **glass jar**: About 9,480,000 results (0.40 seconds)

Google Video Search:

- **mason jar**: About 12,400,000 results (0.36 seconds)
Multiple Usages

With such a wide variety of condiments, all of the multiple usages are too many to even represent here. For instance, "sauce" has appeared in songs and slang as a reference to flashy
material objects. Others, especially on the Internet, use "sauce" as slang for "source," such as the source of a video.

Here a small selection of common phrases and sayings that incorporate the word "jar":

- "Jarring" means shocking or surprising
- "Jarhead" is American slang for a U.S. Marine
- "Jam jar" is Cockney rhyming slang for a car
- "Secret sauce" is a metaphor for a feature that makes an item special
- "Sauced" is British slang for "drunk"
- "Mustard yellow" is a specific shade of dull yellow
- "Cut the mustard" means to reach a required standard
- "Jam" is slang for a song
- "Jelly" is playful slang for the word "jealous"

In conclusion, "jar" and the set of condiments it represents, simply offer too many offshoots of meanings to go over all of them here.

Use in Sequences

The JAR emoji is ripe ground for creating new messages by combining it with other emoji, because condiments are often paired with other foodstuffs. For example:

LEAFY GREENS 🥬 + JAR = Kimchi
PEANUT 🥜 + JAR = Peanut Butter
TOMATO 🍅 + JAR = Ketchup
GRAPES 🍇 + JAR = Jam or Jelly

---

7 [https://knowyourmeme.com/memes/sauce](https://knowyourmeme.com/memes/sauce)
Breaking New Ground

N/A

C. Image Distinctiveness
The JAR emoji is distinct from all other emoji, thanks to its shape and transparent color.

D. Completeness
Adding JAR to the "food" category will add a missing ingredient, so to speak, to the available symbols for preparing and enjoying food.

E. Frequently Requested
Jars are not on the lists of most requested emojis.

Selection Factors Exclusion

F. Overly Specific
A condiment jar is an extremely common feature in kitchens around the world, and the designs of jars do not vary much. We do not believe that this condiment jar emoji is overly specific in any way.

G. Open Ended
We do not believe that the addition of this core cooking implement opens up a new category of emoji.

H. Already Representable
The only condiment to currently exist is HONEY POT 🍯. A few food emoji include sauces or toppings, such as HOT DOG 🌭, SPAGHETTI 🍝 and CUSTARD 🍪. Though the condiments make a small appearance in these food emojis, their end product is entirely different: hot dogs represent hot dogs, not mustard.

There is also a CANNED FOOD emoji 🥫, but canned foods are different from condiments - stewed tomatoes versus marinara sauce, for example. None of these foods represent storage, or other foods like kimchi.
I. Logos, brands, UI icons, signage, specific people, deities

Jars can be found on a number of logos and other signs, though it does not appear to be a copyrightable design. The shape of container proposed here is generic and does not have a distinctive container that would suggest any specific brand. This jar wishes to be a representative of condiments of all popularities and varieties.

J. Transient

Jars have been an incredibly useful and variable tool for hundreds of years, and there is no reason to believe they will decline in popularity.

K. Faulty Comparison

N/A

Other Information

Character Properties

The other character properties are suggested to be defined as follows.
General Category:
Canonical Combining Class:
Bidirectional Class:
Decomposition Type:
Decomposition Mapping:
Numeric Type:
Numeric Value:
Bidirectional Mirrored:
Name:
ISO Comment:
Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

Authors

Samantha Sunne (samanthasunne@gmail.com) is a freelance journalist and Louisiana resident, making her a frequent consumer of both cocktail sauce and hot sauce.