Proposal for Emoji: PICKLE

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1. IDENTIFICATION

CLDR Short Name: Pickle

Keywords: gherkin, brine, fried, relish, predicament, tricky situation, mess, dilemma,

trouble, embarrassing, wasted, intoxicated, botched, bumpy, ball,

Category: Food-vegetable

2. IMAGES



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3. FACTORS FOR INCLUSION

1. MULTPILE MEANINGS

a. A pickle is a food, yes, but as a noun it also describes being in a difficult situation or plight. It also means a small amount. It can *also* be used as a verb, meaning to preserve or treat, or to give a light finish to. (See screenshot from definition from Merriam Webster)



b. Pickled can also mean intoxicated or drunk, with references going back to Shakespeare. (See screenshot of this definition according to Collins dictionary, and reference from The Folger Shakespeare Library)



c. The above definition lends itself to the etymology behind of the fastest growing sport right now. Pickleball comes from the term "pickle boat" which nowadays refers to the last boat finishing in a race usually filled lesser experienced rowers comes from sailing and fishing meaning the "last boat of a flotilla to return to port was the boat that stayed at sea while the crew 'pickled' the catch with brine." (See screenshot of etymology background from the Evergreen pickleball's website).





The pickle emoji can be combined with the tennis ball to provide an accurate emoji of pickleball, which has exponentially grown in popularity over the past few years, becoming the fastest growing sport in America, popular with both younger and older generations. (See screenshot from SFIA – the Sports and Fitness Industry Association)



(November 14, 2024) – The Sports & Fitness Industry Association (SFIA) and Pickleheads today have released the 2024 State of Pickleball: Participation & Infrastructure Report, in conjunction with the USA Pickleball National Championships taking place in Mesa, AZ. Now in its second iteration, the report provides an in-depth analysis of pickleball participation and facilities in the United States. This report highlights the investment required to sustain pickleball's rapid growth by integrating comprehensive participation and facility data, utilizing data never before available.

For the third year in a row, pickleball is the fastest- growing sport in America, according to SFIA's Topline Participation Report. Pickleball has grown 51.8% from 2022 to 2023, and an incredible 223.5% in three years, with every single age group seeing increased participation. While many have associated the sport with a higher age participation, the age group with the most participants, 2.3 million people, is actually the 25–34 age range. The sport added over 1 million children under the age of 18 from 2022 to 2023. This cross-generational appeal highlights pickleball's versatility and its ability to bring together diverse groups of people. The significant increase in youth participation also suggests a promising future for the sport as young players grow and continue to engage with pickleball.

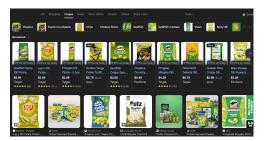
d. Pickled is also used slang for botched or excessive plastic surgery, or full of filler, popularized by Jorgeous on RuPaul's Drag Race. It is a real term in plastic surgery as well, describing certain vessels or cartilage. (See reddit posts, and alternatively an article from The American Journal of Surgery)







e. Referring to the food itself, there are so many pickle flavored snacks these days. These are NOT cucumber flavored, distinct from the existing emoji, as the flavor comes sitting in brine, the flavor, transformed. (See generalized pickle snack google search)



- f. Pickle has multiple symbolic meanings
 - The pickle is a symbol of transgender rights, coming from the saltcravings that come from certain anti-androgens such as spironolactone. (See The New York Times screenshot)



ii. The pickle also symbolizes good luck and is a Christmas tradition. (See screenshot from the Old World Christmas store)



iii. Pickles (achaar) in Indian culture are symbolic of goodwill and love.
Though usually multiple fruits and vegetables are pickled, the pickle emoji represents brining. (See screenshot from Swagat Indian Grocery)

Pickle in Indian Culture and Tradition

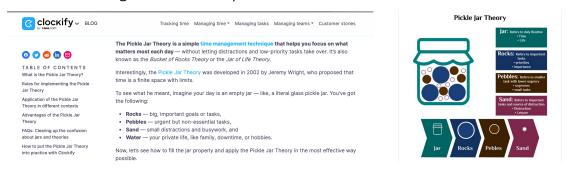
Pickle holds a special place in Indian culture and tradition. It is not just a condiment but also an expression of love and hospitality. People often exchange homemade achaar during festivals and family gatherings to symbolize goodwill and affection.

g. Pickle Theory

i. A relationship theory proposed and popularized on sitcoms such as Friends (Season 4, episode 12) and How I Met Your Mother (Pilot episode, and throughout the run of the show), and now on Tik Tok, stating that in order for a relationship to work you need one pickle lover and one pickle hater as there will be no need to compromise and both people get what they want. (See screenshot from The Pickle Relationship Theory by Jack Parton)

Let's start with the obvious question - what on earth is 'Pickle Relationship Theory'? Well the theory goes that the ideal relationship dynamic is that two people with opposing tastes for pickles - where oner person is a pickle lover and the other passionate dislikes them, creating a relationship of perfect harmony as the pickle lover always gets the pickle haters gherkins, leaving both people happy. This theory has also been known as the olive theory, but that's not what we do here so we're ignoring that.

ii. Pickle Jar Theory is a time management theory that helps you focus on getting big things done first. (See screenshot from the Clockify site and image from LinkedIn)



h. The pickle also, of course, has *sexy* implications (See screenshot from Allo health article)



2. USE IN SENTENCES

- a. Got a coupon for the new fried 🌡 🌮 at Del Taco, you interested?
- **b.** Aghhh I'm in such a ▶, I have to renew my license but I just got my 7th parking ticket!!!
- c. I'm running 5 mins late, had to drop my grandmother and niece off at 👃 🕥.

- d. I g after p always helps with the hangover.
- **e.** He got wayyyy too **]** at the office holiday party omg.
- f. Plumped and 🤰 !!

3. BREAKS NEW GROUND

YES - I know the resistance here in getting this approved will be that cucumbers already exist in emoji form. The pickle is SO much more, after sitting in the brine, it becomes something entirely different, and as I previously stated, transformed. Cucumbers are a wet, diet food associated with being healthy. Pickles are a treat and are beloved. The two are not interchangeable.

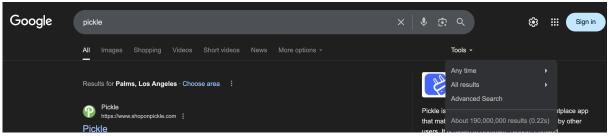
- **a.** As a food item, it allows us to express popular flavors of snacks, tacos, etc. allowing one to quickly request one pick up, say, literal pickles for a family barbeque, gherkins for a charcuterie, or to describe pickle juice, pickle shots, pickle tacos, pickle chips, etc.
- b. The pickle's most common dual meaning of "tricky situation" will allow us to fully communicate that common phenomenon. The closest we have now is the shrugging person (¾) and the grimacing face (⇔), however these do not accurately describe the sticky situations we often find ourselves in but rather emotions open to interpretation. The pickle emoji will allow communication to be more accurate and succinct.
- c. With the rapid rise of pickleball and pickles used in pop culture (as mentioned earlier, Jorgeous has said this on RuPaul's Drag Race leading to memes and fan art, the Pickle Theory on Friends and How I Met Your Mother, Botched the TV show, even Pickle Rick on Rick and Morty) this fills a void in the emoji space.
- **d.** It symbolizes good luck, abundance, and prosperity.
- e. It symbolizes transfemininity.
- **f.** It gives a version of intoxication that differs from woozy face (⁽²⁾) because not everyone is a wacky happy drunk.

4. DISTINCTIVENESS

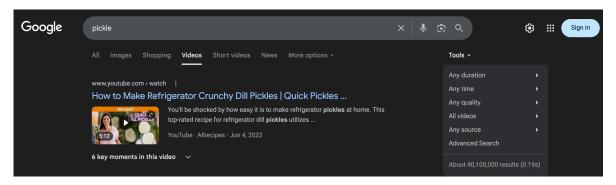
- a. Right now we have cucumbers, which are chopped on iOs devices. The pickle would be one entity and have bumps. The look of a pickled cucumber is distinct, recognizable, and visually iconic. It looks close to the sample Unicode cucumber, but the pickle would be a different green, much bumpier and swollen, and more vertically inclined as people usually fetch them to eat upright. Could have wavy lines around it to indicate brine.
- **b.** Again, this entity would represent both the physical food and its dual meanings, specifically being stuck in a pickle, for which there is no descriptor for.

5. EVIDENCE OF FREQUENCY

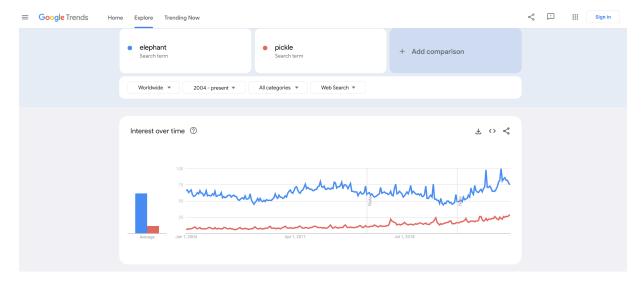
a. Google Search



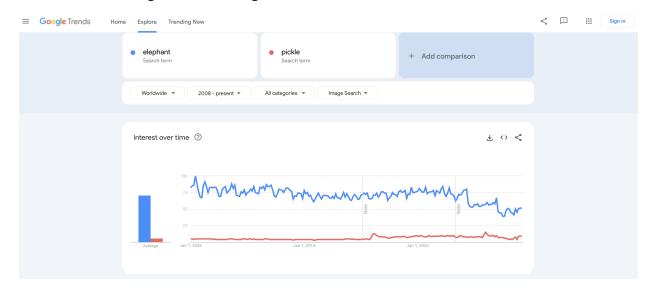
b. Google Video Search



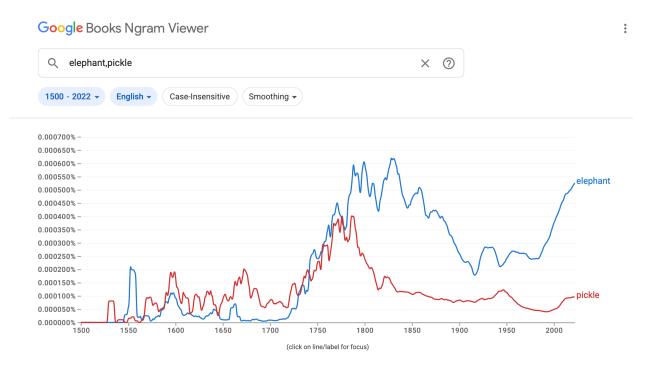
c. Google Trends: Web Search



d. Google Trends: Image Search



e. Google Book Ngram Viewer



6. COMPLETENESS

Yes, this emoji fills a gap in the existing emoji space.

- **a.** Regarding food, the pickle and brine-based products are severely lacking in the emoji space. It can be used in literal pickle-based communication regarding food or pickled dishes. It has symbolic meanings, pop-culture meanings, and can fill a void in the sports world, describing pickleball.
- **b.** Most importantly, I think, the pickle provides us with a way to describe difficult or tricky situations, as I've previously stated that there is no current

way to succinctly say you're stuck in a tricky situation. Being in a pickle applies to business situations, situationship drama, double-booking yourself on a certain day, etc., this is an incredibly common situation to find yourself in. You can just send a J instead of having to over-explain yourself and provide all types of context.

7. COMPATIBILITY

n/a

4. FACTORS FOR EXCLUSION

1. ALREADY REPRESENTABLE

a. As I have previously stated, we do have the cucumber, however I do not believe the two are comparable.

2. OVERLY SPECIFIC

a. Not overly specific, I think this emoji will bring in better communication whether in regard to food or to describing a situation.

3. OPEN-ENDED

a. The pickle is not one of many, however I think with the addition of this, you should look forward to also adding other pickled dishes such as kimchi and achaar as they are traditional and visually different

4. TRANSIENT

a. The pickle is not a fad, it has been around for since ancient Mesopotamia ~2400 BCE and continues to grow in popularity with the emergence of pickle flavored snacks. The pickle is and always has been iconic.

5. FAULTY COMPARISON

a. This proposal is justified and not too similar to existing emojis. I think it adds something new and does not oversaturate the vegetable category (it could also go in the prepared food section). The pickle is immediately recognizable and can be altered to be any style that visually differs from the already existing cucumber.