

# Proposal for Emoji: WHITE WINE

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**Submitter:** Juliana Foster; Sarah Szostak-Fereti; New Zealand Winegrowers Incorporated on behalf of all white wine lovers, fellow wine producers, and viticulturists from New Zealand, and around the world.

**Date:** 17 July 2022 – [World Emoji Day](#)

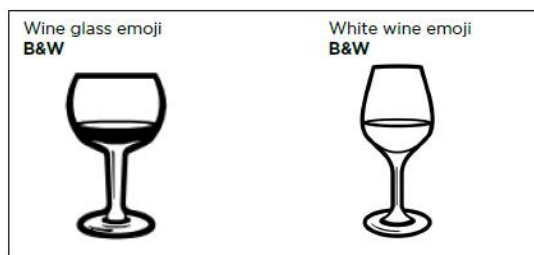
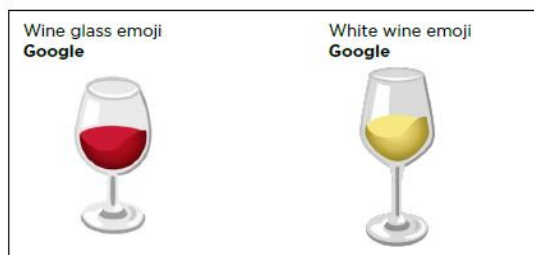
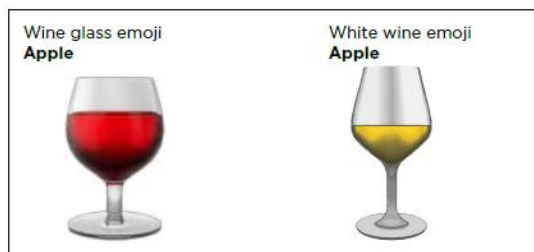
## 1. Identification

CLDR short name: white wine

CLDR keywords: white wine | wine | white wine glass | Chardonnay | Sauvignon Blanc | Pinot Grigio | Pinot Gris | Riesling

## 2. Images

Zip file: License: Designed by New Zealand Winegrowers Incorporated, to be licensed for public use (CC0)



## 3. Category

A: Drink / Beverage

B: After 🍷 *wine glass*

## ABSTRACT

This proposal is for the addition of a white wine emoji, one of the most widely consumed alcoholic beverages across the world. The current emoji options of red wine and sparkling wine, whilst delicious, are markedly different from a glass of white wine and don't meet the current user need. We are proposing the addition of a distinctly different shaped white wine glass with a medium pour of white wine inside.

## Introduction

A glass of white wine is internationally enjoyed by all - it is not linked solely to one country, location, gender, age (if of legal drinking age!) or religion, and it is something internationally recognisable. Importantly, a glass of white wine is distinctly different from a glass of red wine or the celebratory cheers of a flute of sparkling wine.

Representing New Zealand Winegrowers, we would be one of many significant users of a white wine emoji. The Instagram '#whitewine' alone shows a use of over 4 million posts. Take into account the amount of wine related conversations held daily around the world, the need for this clearly defined white wine emoji is evident. We are suggesting the addition of a white wine emoji and an edit to ensure both red and white wines to show when a user types 'wine'.



*Number of current hashtag uses of 'white wine' on Instagram – 12 July 2022*

## White Wine

White wine is a wine that is fermented without skin contact. The colour can be straw-yellow, yellow-green, or yellow-gold. It is produced by the alcoholic fermentation of the non-coloured pulp of grapes, which may have a skin of any colour. White wine has existed for at least 4,000 years and is enjoyed globally to this day. The wide variety of white wines comes from the large number of varieties, methods of winemaking, and ratios of residual sugar. White wine is mainly from 'white' grapes, which are green or yellow in colour, such as the Chardonnay, Sauvignon Blanc and Riesling grape varieties.<sup>1</sup>

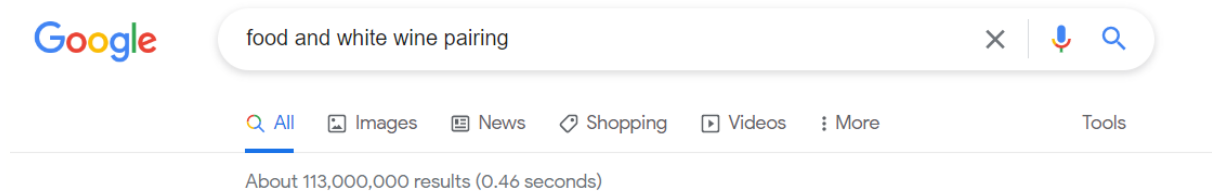
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<sup>1</sup> [Wikipedia: White wine](#)

## 4. Selection factors – Inclusion

### A. Compatibility

The use of the white wine emoji could be paired with many of the current food related emojis available on all platforms. Google provides 113 million results for the search ‘Food and White Wine pairing’.

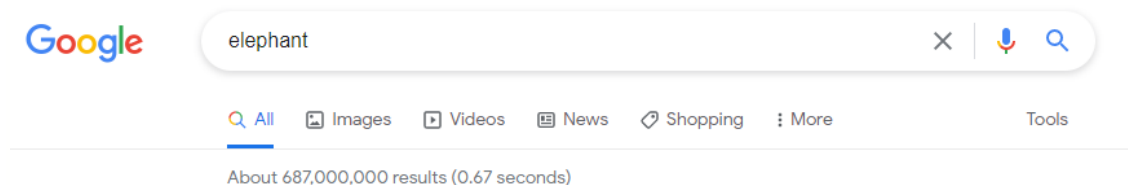
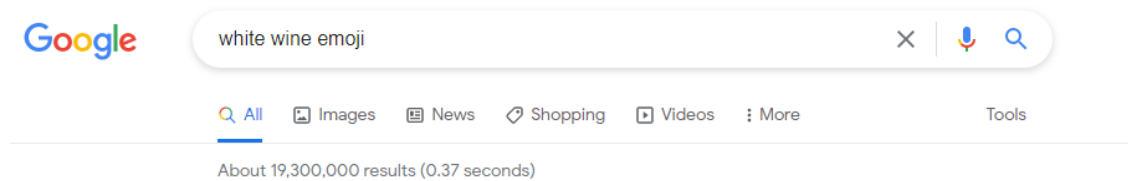
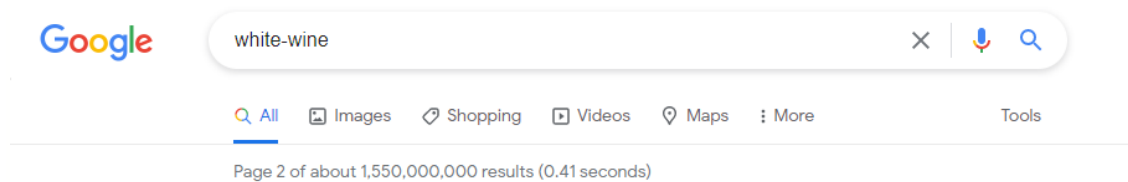


### B. Expected usage level

#### 1. Evidence of Frequency

We have included searches for both ‘white wine’ and ‘white wine emoji’ to illustrate the search for white wine, as well as the emoji. Reference emoji - elephant.

#### B.1.a Google Search



## B.1.b Bing Search

Microsoft Bing search results for "white wine".

Search bar: white wine

Navigation: ALL (selected), WORK, IMAGES, VIDEOS, MAPS, NEWS

Results: 2,270,000,000 Results

Location: Results near Auckland, Auckland · Change

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Microsoft Bing search results for "white wine emoji".

Search bar: white wine emoji

Navigation: ALL (selected), WORK, IMAGES, VIDEOS, MAPS, NEWS

Results: 1,570,000,000 Results

Open links in new tab:

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Microsoft Bing search results for "elephant".

Search bar: elephant

Navigation: ALL (selected), WORK, IMAGES, VIDEOS, MAPS, NEWS

Results: 105,000,000 Results

## B.1.c Google Video Search

Google Video Search results for "white-wine".

Search bar: white-wine

Navigation: All, Images, Shopping, Videos (selected), Maps, More, Tools

Results: About 116,000,000 results (0.22 seconds)

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Google Video Search results for "white wine emoji".

Search bar: white wine emoji

Navigation: All, Images, News, Shopping, Videos (selected), More, Tools

Results: About 397,000 results (0.37 seconds)

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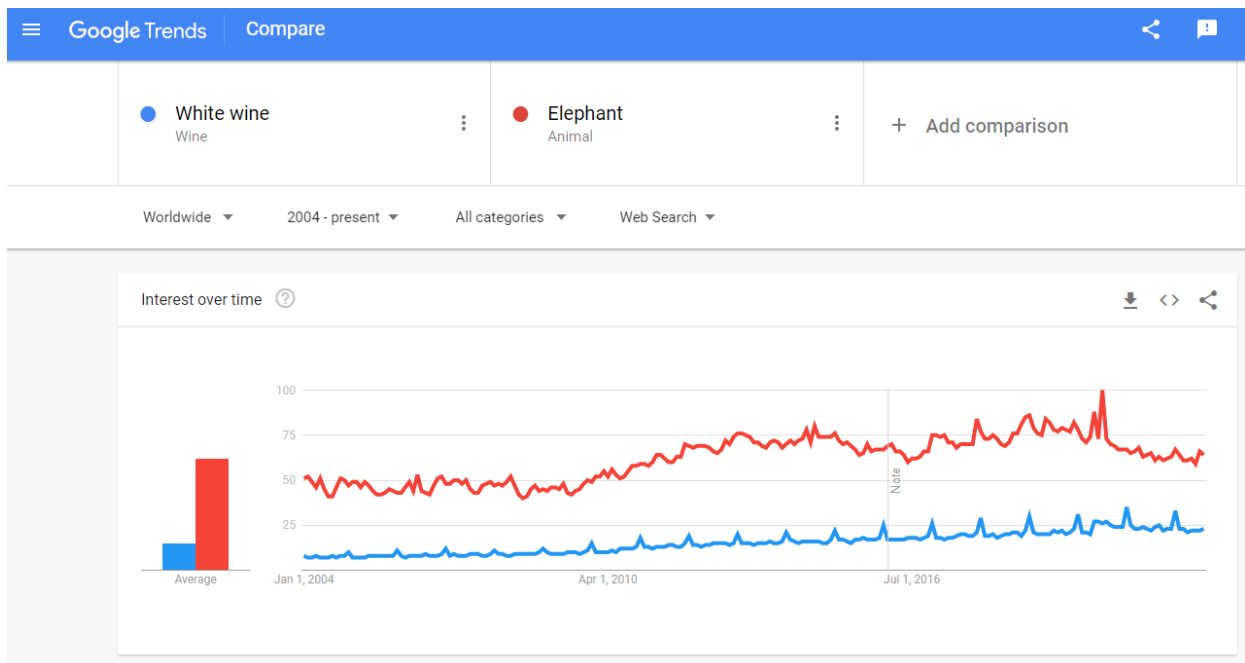
Google Video Search results for "elephant".

Search bar: elephant

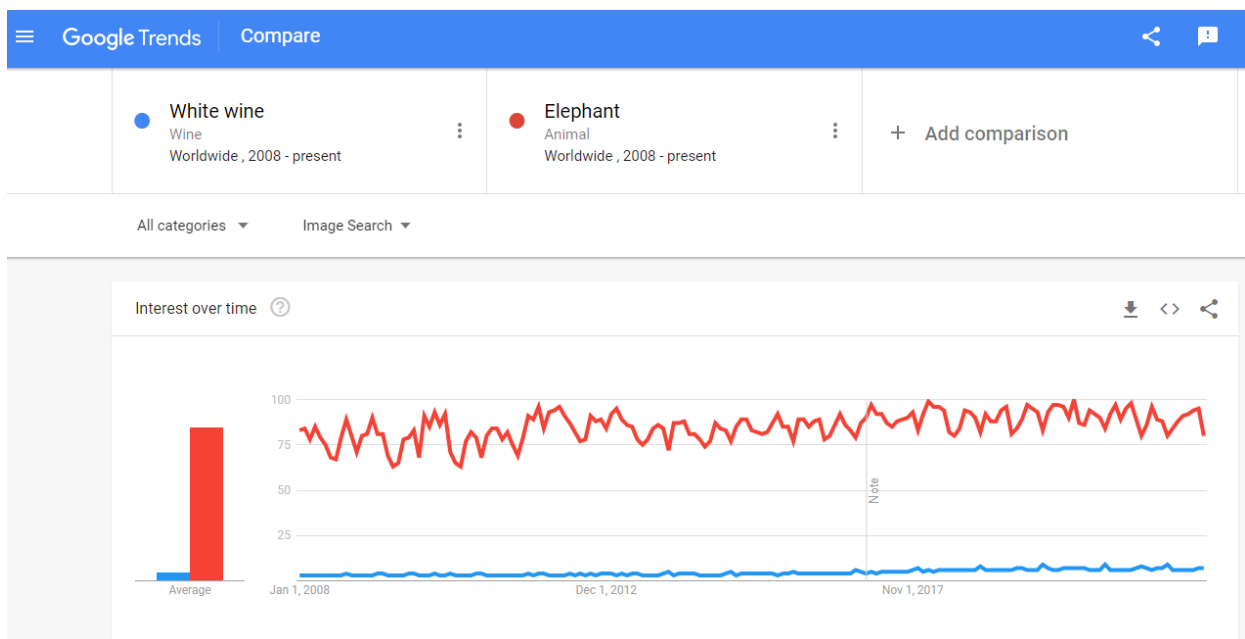
Navigation: All, Images, Videos (selected), News, Shopping, More, Tools

Results: About 53,900,000 results (0.41 seconds)

## B.1.d Google Trends: Web Search



## B.1.e Google Trends: Image Search



### 2. Multiple usages

Wine, White Wine, Chardonnay, Pinot Gris, Sauvignon Blanc, Riesling, any white wine variety, Relaxing with friends, Going to the bar, Out for drinks, Celebrating, Alcoholic drink.

### 3. Use in sequences

WHITE WINE can be used in several sequences with other emoji, including:

- 🍷🦞🍤 - Luxury, fine dining, seafood, summer
- 🍷😎 - Holiday, Summer, Enjoying
- 🍷❤️ - Date night, romance
- 🍷😘 - Going out
- 🍷🕒 - wine time
- 🍷🍴👫 - dinner date
- 🍷🍷 - wine tasting
- 🍷🏠 - wine and cheese date / evening / day
- 🍷🎁📺 - treating myself
- 🍷🎉 - party time
- 🍷🇳🇿 - New Zealand Sauvignon Blanc (can be used in conjunction with any other wine producing country flag to represent their 'hero' white wine)

### 4. Breaking new ground

Yes. Completing the collection/group/family of wine representations, the white wine emoji represents an entire category of wine, distinctly different in character and importantly served in a distinctly different wine glass.

## C. Distinctiveness

### Red wine vs white wine glass

Since glass containers have existed, specialised glasses for each type of wine were created. There is now there is a piece of scientific evidence<sup>2</sup> that supports the importance of glass shape. In 2015, a Japanese medical group used a special camera to record images of ethanol vapours in different glasses. In their study, the research group showed how different glass shapes affected the density and position of vapours at the openings of different glasses, therefore selecting an appropriate glass is key to making the most out of the wine. Significantly different wines require a significantly different glass – specifically red wines vs white wines.

The current red wine emoji perfectly exemplifies the glass required for a wide range of red wines, shorter in stem and wider in mouth and bowl. There is nothing to represent white wine.

### Comparison Chart

Red wine glass	White wine glass
Shorter stem	Longer stem
Wider mouth	Narrow mouth
Larger and rounder bowl	Smaller and narrower bowl

<sup>2</sup> [A sniffer-camera for imaging of ethanol vaporization from wine: the effect of wine glass shape](#)

A **red wine glass** has a rounder and wider bowl with a shorter stem. This allows air to mix with the wine for oxidation to take place. Oxidation is a chemical reaction between oxygen and wine that enhances the aroma and flavour of the wine.

A **white wine glass**, by contrast, has a smaller mouth to reduce oxidation of the wine. The glass's bowl is narrower and generally thin with a longer stem.

Unlike red wines, white wines are not enhanced by being oxidized so there is no need to aerate them. A white wine glass is narrower than that of a red wine in order to reduce the surface area of the wine that comes into contact with air. Its narrow brim also adds to this function as well as to allow you to sniff the wine's delicate aromas. In addition, white wine is best enjoyed when served chilled, so its longer stem comes in handy in holding it and avoiding warming the contents when holding the bowl.

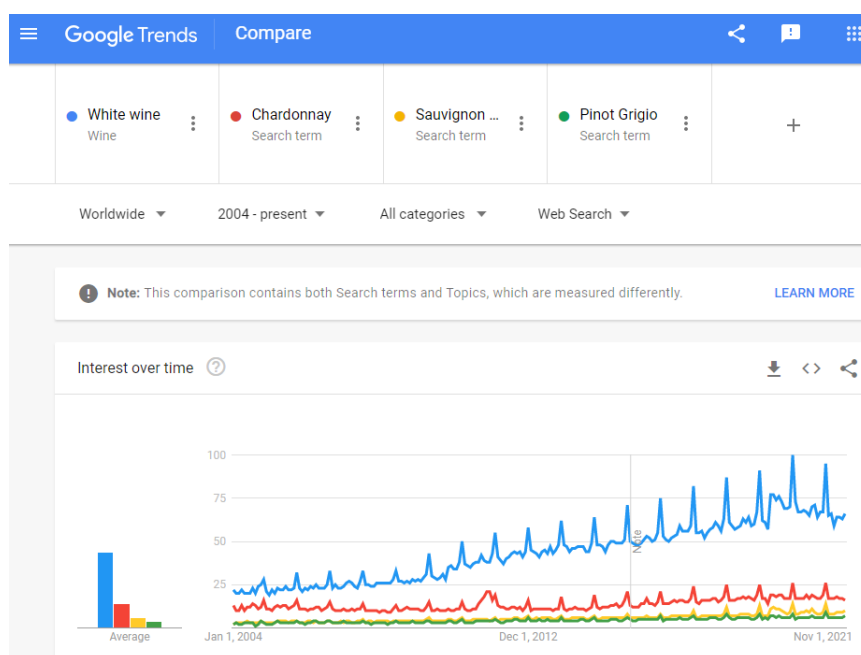


#### D. Completeness

There is currently emoji representation for the two other most notable and globally consumed wine varieties - red wine and sparkling wine. Adding white wine, completes the set.



**The expected usage of the white wine glass emoji** is extremely high. According to Google Trends for 'white wine', there is a growing interest in all white wine varietals worldwide. '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 Grigio). The addition of a white wine emoji will allow users to showcase their passion for all white wine varieties with the use of a single emoji.




*'White wine' search term compared to Chardonnay, Sauvignon Blanc, and Pinot Grigio*

## 5. Selection factors – Exclusion

### E. Petitions or frequent requests

White wine was one of the most requested emojis in 2019, according to an article published 22 February 2019, on Emojipedia<sup>3</sup>.

### Top Emoji Requests 2019

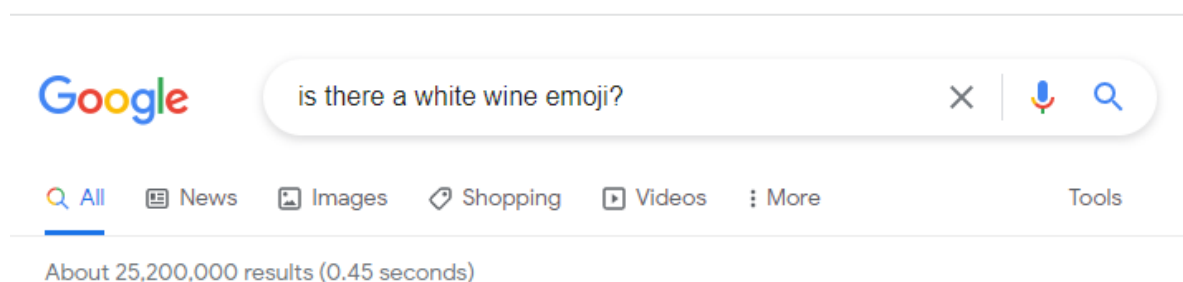
 Jeremy Burge  
Feb 22, 2019 · 4 min read

#### Food and Drink

- Bean
- Blackberry
- [Bubble Tea](#) (shortlisted for 2020)
- White Wine
- Slime
- BBQ / Grill
- Lime
- Durian

*Screen snip of Emojipedia’s article on ‘Top Emoji Requests 2019’ featuring WHITE WINE in the Food and Drink list.*

A google search for ‘is there a white wine emoji’, also shows approximately 25 million people asking the same question.



### F. Overly specific

The WHITE WINE emoji is specific enough to refer to a category of wine, but extremely versatile and can be used in reference to all types of white wine varieties, where there are over 600 different types of white grape varieties found around the world. It can also be used to stand in for different kinds of celebrations, occasions, and gatherings.

<sup>3</sup> [Top Emoji Requests 2019](#)



**G. Open-ended**

We do not believe that the inclusion of a WHITE WINE emoji would open up a new category and would actually complete a category.

**H. Already representable**

No. While it could be argued that the sparkling wine cheers emoji (🥂) could be classified as 'white wine', it does not represent still white wine and the 600+ grape varieties that are used to produce still white wine.

**I. Logos, brands, 3<sup>rd</sup> party IP rights, UI icons, signage, specific people, specific buildings and landmarks, deities**

Not applicable. There are no logos, brands, signage or otherwise among the proposed emoji, and as a beverage, white wine is not copyrighted.

**J. Transient**

Not applicable. As mentioned previously, white wine has existed for at least 4,000 years. It is a commonly recognisable product, and its appearance would be instantly recognisable across different demographics. White wine is produced globally and is consumed in most countries around the world – currently there are only around 11 countries with a total alcohol prohibition.

For these reasons, it would be very unlikely that white wine would lose any relevance.

**K. Faulty comparison**

Not applicable.

**L. Exact images**

An exact image is not required.

**M. Region flags without code**

Not applicable.

**N. Lack of required rights or license for images**

Not applicable.

**O. Variations on direction**

Not applicable.

**P. Includes text**

Not applicable.

## 6. Other information

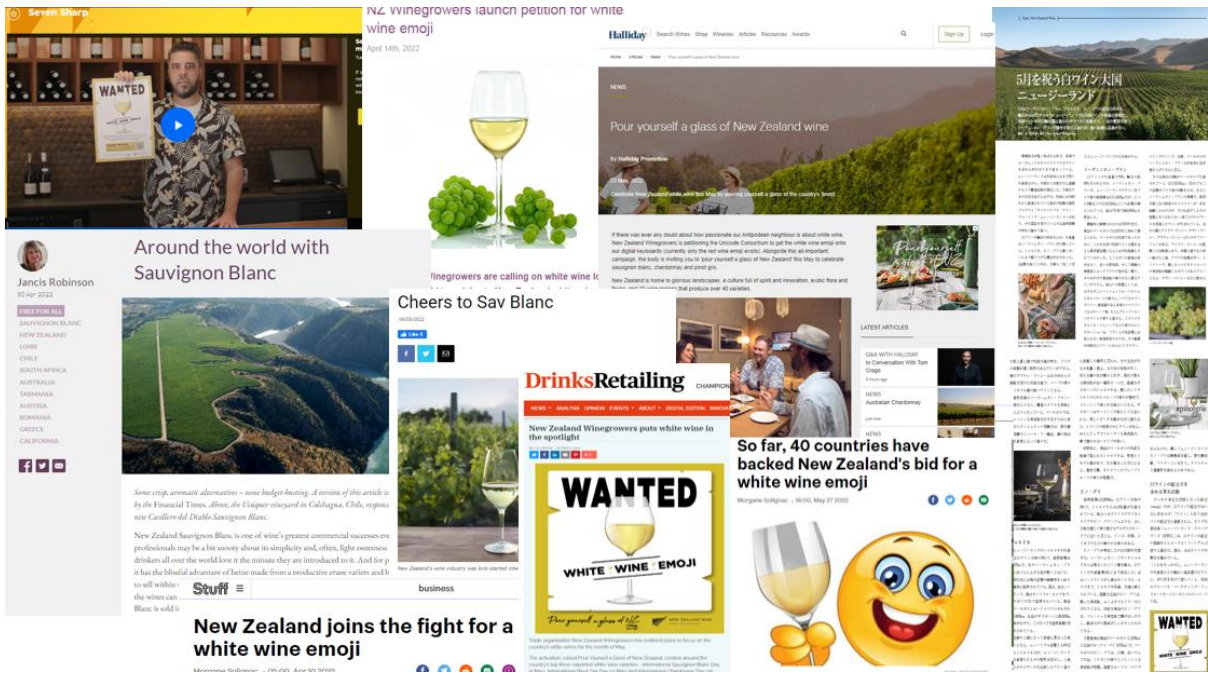
Over the course of May 2022, New Zealand Winegrowers (NZW) ran a campaign called *Pour Yourself a Glass of New Zealand*, a month-long celebration of New Zealand’s white wine varieties and was designed as a platform to discuss and celebrate New Zealand white wine across New Zealand’s major export markets.

*Pour Yourself a Glass of New Zealand* came at a time when New Zealand’s top three exported white wine varieties are internationally celebrated, with Sauvignon Blanc Day (6 May), Pinot Gris Day (17 May) and Chardonnay Day (26 May) all falling in May. This was also the catalyst behind the drive for the white wine emoji.

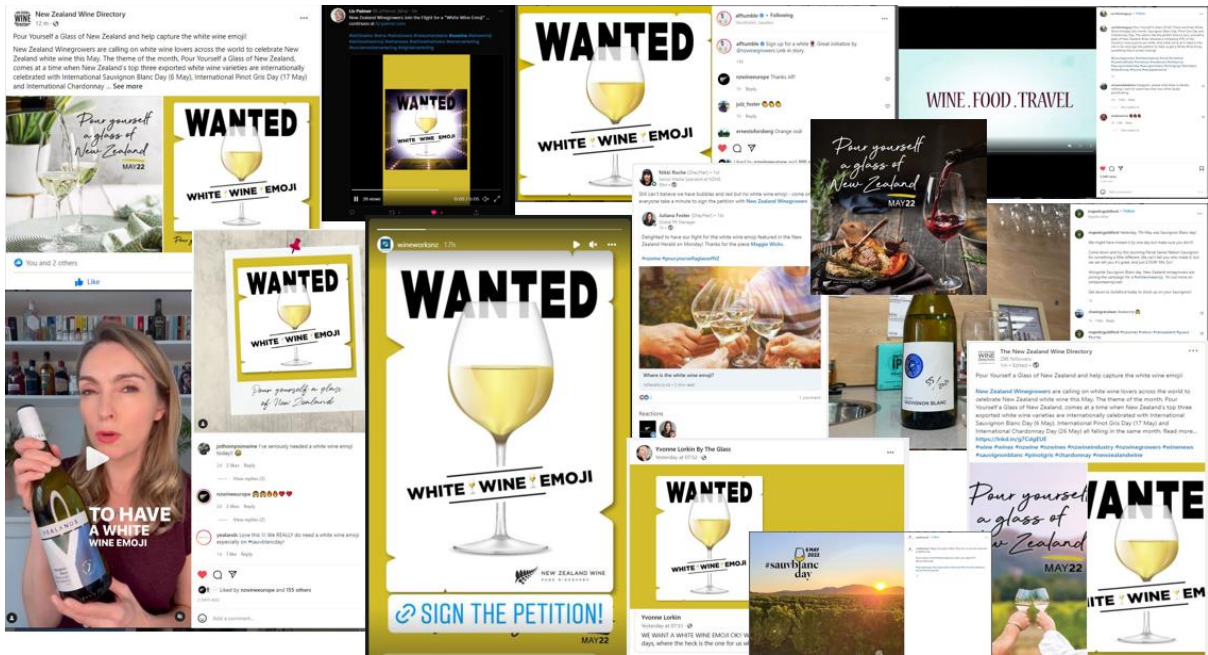
NZW created a petition to draw attention to the fact there was no white wine emoji, and actively promoted this campaign in our key markets of New Zealand, USA, Canada, UK, Ireland, Australia, China, and Japan, but saw people as far flung as Cyprus, Malta and Vietnam signing and supporting the campaign. The petition received support from over 40 countries, and the campaign reached a total of 19 million people via earned, paid and social media.



NZW created 'WANTED – WHITE WINE EMOJI' collateral available for all to use



Snapshot of media coverage received globally<sup>4</sup>



Snapshot of social media coverage received globally

<sup>4</sup> Selection of online articles:

- [Stuff.co.nz: So far, 40 countries have backed New Zealand's bid for a white wine emoji](#)
- [NZ Herald: Whisky, red, but no white wine emoji?](#)
- [Seven Sharp NZ: The case of the missing white wine emoji](#)