Active Business Trust – South African trademarks

Updated 8 November 2026

The Active Business Trust owns food and baking brands such as Bold Chef, Easy Chef, Wonder Whip and Numeat, for the food service and bakery markets.

How Active Business Trust has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#175
largest trademark owner in South Africa (of 121,626)

331
trademarks filed

10
different logos published since 2020

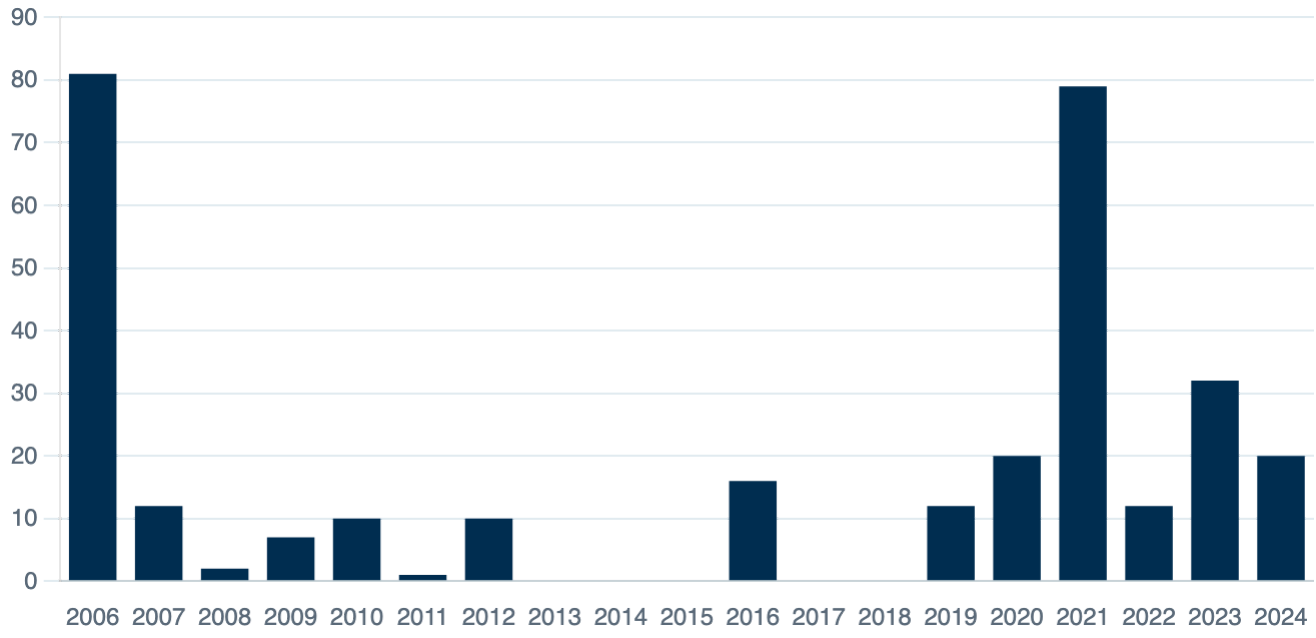
25
of 45 classes used

2006
first trademark filed

208
filed in the last 10 years

A portfolio built over time

Active Business Trust filed its first South African trademark in 2006 and has filed 331 since; its busiest year was 2006, with 81 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

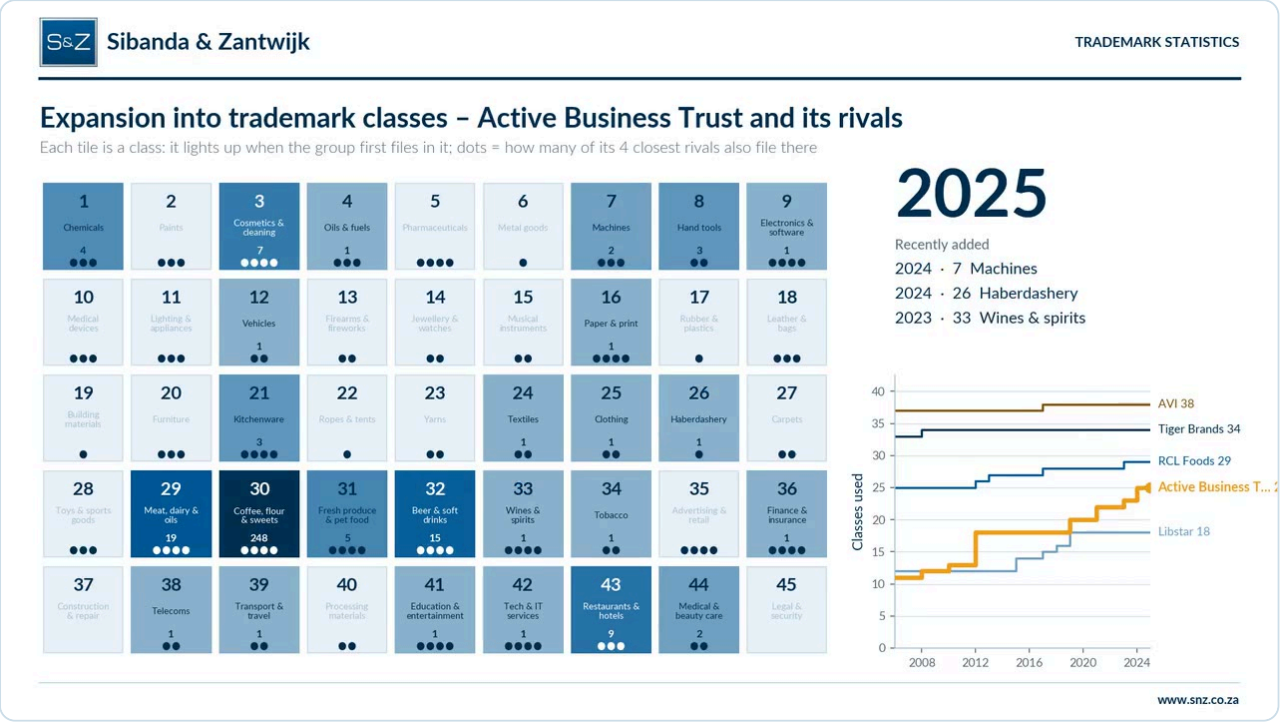
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Active Business Trust	331	2006–2025

Where Active Business Trust expanded its business

Trademark classes show what a business sells. Active Business Trust's portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), beer & soft drinks (class 32). Its most recent moves were into haberdashery (2024), machines (2024), wines & spirits (2023).

Active Business Trust trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/active-business-trust-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS		MARKS	SHARE	SINCE
30	Coffee, flour & sweets	248	74.9%	2006
29	Meat, dairy & oils	19	5.7%	2006
32	Beer & soft drinks	15	4.5%	2006
43	Restaurants & hotels	9	2.7%	2006
3	Cosmetics & cleaning	7	2.1%	2021
31	Fresh produce & pet food	5	1.5%	2006
1	Chemicals	4	1.2%	2008
8	Hand tools	3	0.9%	2010

The brands Active Business Trust protects most

The word marks and logo names Active Business Trust has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BOLD CHEF (THE)	5	5	2012–2012
2	EASY CHEF	4	4	2006–2006
3	NUCHEESE	3	3	2021–2021
4	NUMEAT	3	3	2021–2021
5	CORDI-MIX	3	2	2006–2023
6	BIOSPEC	2	2	2021–2021
7	CARAMELO	2	2	2010–2010
8	CATER-JUICE	2	2	2006–2006
9	CREMA E BIANCO	2	2	2006–2006
10	DON ANTONIO	2	2	2006–2006
11	FLIRTINI	2	2	2006–2006
12	FRUITINI	2	2	2024–2024
13	MAXE-FRUIT	2	2	2006–2006
14	MICROBE DEFENCE	2	2	2021–2021
15	NUMILK	2	2	2021–2021

Logos filed most often (since 2020)



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



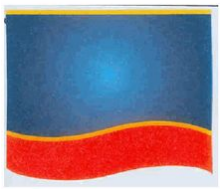
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class


1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Active Business Trust's logos

The 10 different logos Active Business Trust has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

2 classes

1 class

1 class

1 class

1 class

1 class

1 class

1 class

1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Active Business Trust's marks took a median of **2.6 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

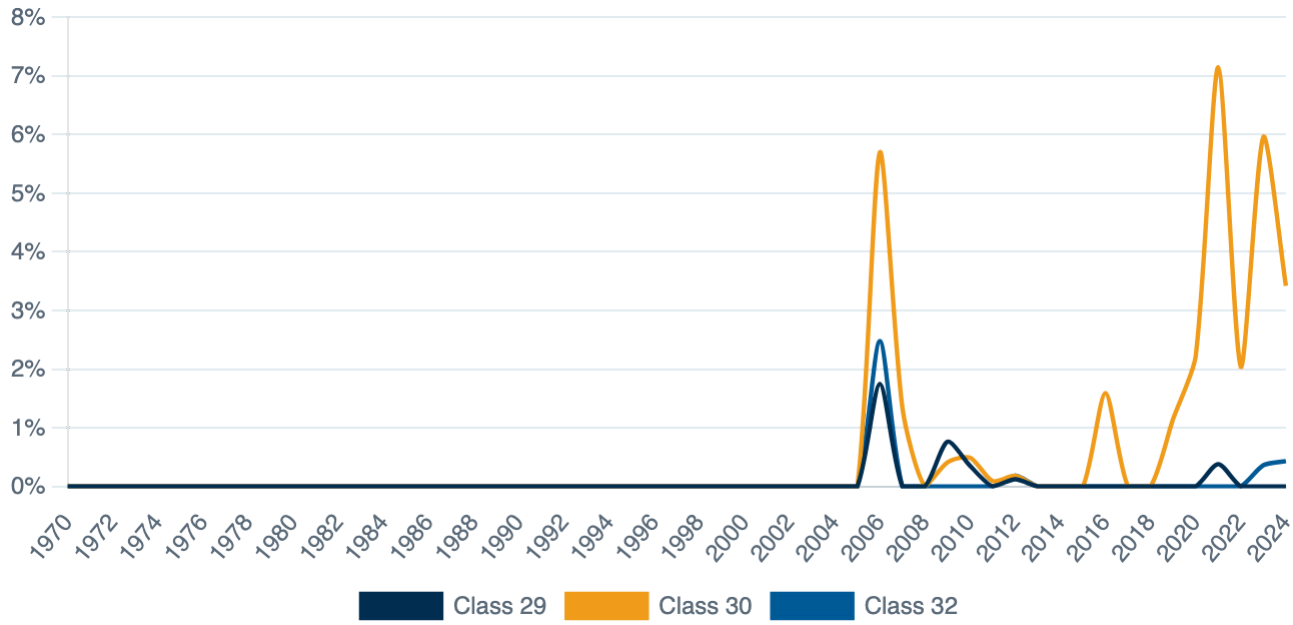


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Active Business Trust's classes

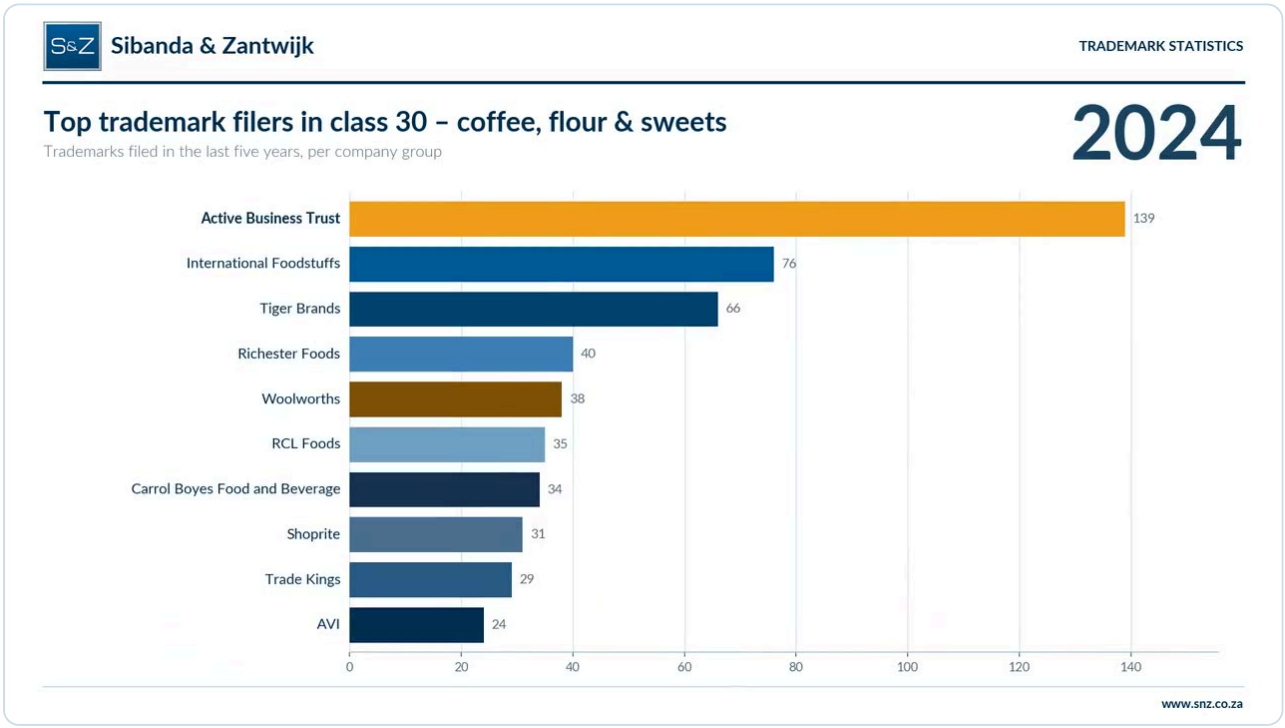
> Ranked by **number of trademarks filed in Active Business Trust's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Active Business Trust's market position, not who is most like it.

In the last five years, Active Business Trust was **#1** of 1,368 filers in class 30 (coffee, flour & sweets), with 139 of 3,209 trademarks; **#321** of 919 filers in class 29 (meat, dairy & oils), with 2 of 2,013 trademarks; **#267** of 905 filers in class 32 (beer & soft drinks), with 2 of 1,804 trademarks.



Active Business Trust's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 30 (coffee, flour & sweets), South Africa 1975–2024: Active Business Trust



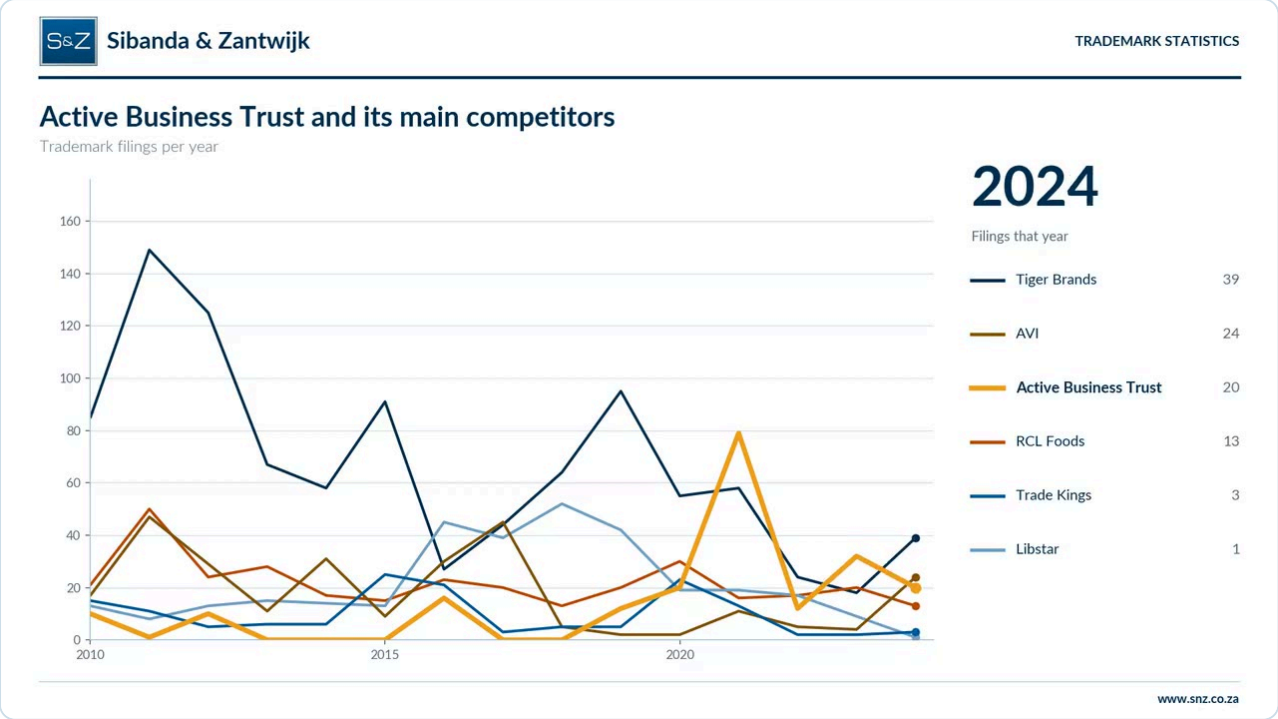
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/active-business-trust-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Active Business Trust

> Ranked by **how similar their whole trademark portfolio is to Active Business Trust's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Active Business Trust's closest competitors in South Africa are Tiger Brands, RCL Foods, Libstar and AVI.

Active Business Trust trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/active-business-trust-south-african-trademarks/competitors-video.html

Trademark filings per year: Active Business Trust (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	100%
2	RCL Foods	Direct competitor	96%
3	Libstar	Direct competitor	96%
4	AVI	Direct competitor	91%
5	Trade Kings	Direct competitor	85%
6	Premier FMCG	Direct competitor	85%
7	Nestlé	Direct competitor	85%
8	PepsiCo	Direct competitor	81%
9	Z and Z Foods	Direct competitor	79%
10	Richester Foods	Direct competitor	78%

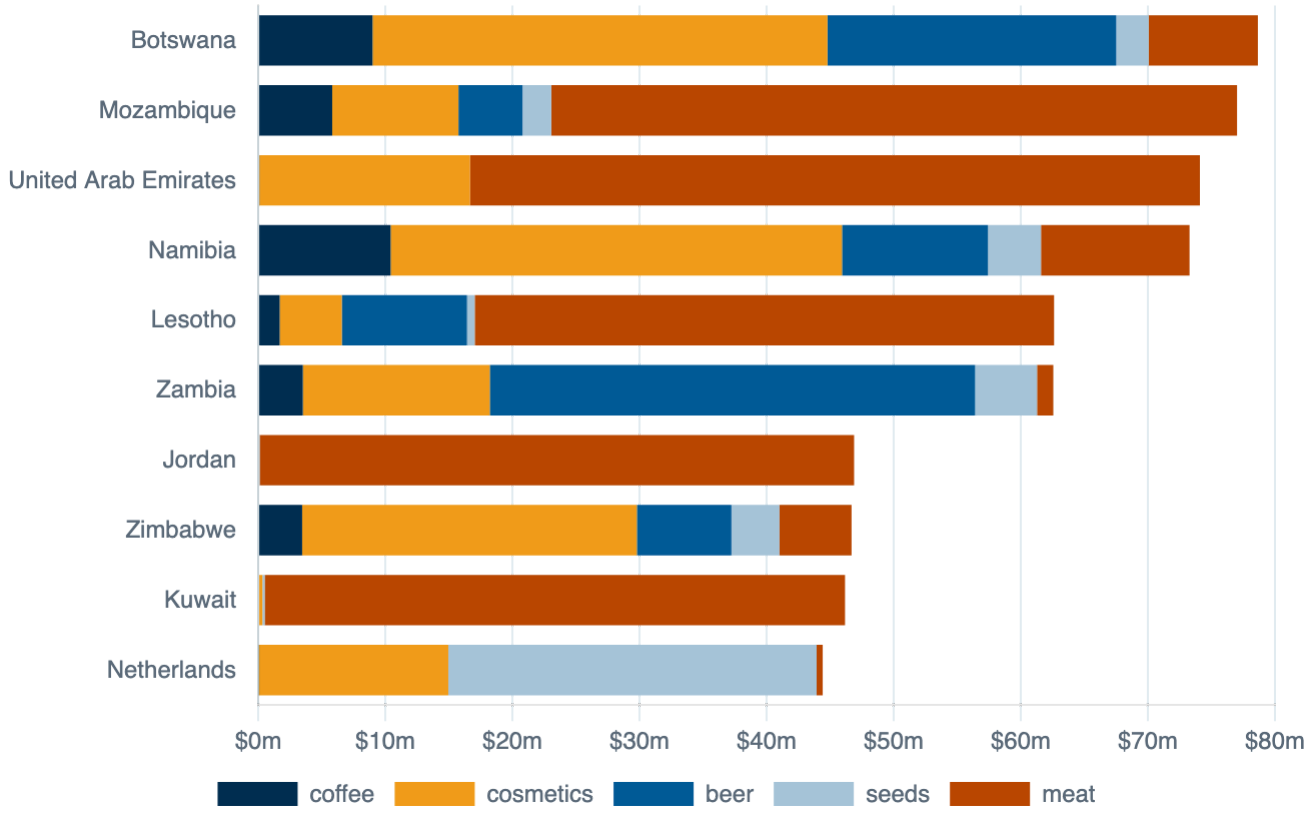
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Active Business Trust – relevant export countries

South Africa exported **US$8.7 billion** of the goods Active Business Trust's main classes cover in the last year – coffee; bread; honey; rice (class 30); meat; jams; fish; eggs (class 29); beer; fruit juices; syrups; mineral and aerated waters (class 32); cosmetics; essential oils; dentifrices; perfumery (class 3); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Active Business Trust's trademarks matter most.

Where South Africa exports Active Business Trust's top goods

Active Business Trust's trademarks most often cover coffee, cosmetics, beer, seeds and meat. South Africa's ten largest export markets for these goods took **59%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Active Business Trust's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$2.6 billion	+6%	National	US$2,388
2	China	72	US$468 m	-6%	National	US$1,224
3	United Kingdom	71	US$796 m	+8%	National	US$1,371
4	United States of America	70	US$438 m	+3%	National	US$3,425
5	Japan	62	US$82 m	-4%	National	US$1,774
6	Russian Federation	61	US$256 m	+7%	National	US$1,915
7	Switzerland	58	US$55 m	+5%	National	US$1,660
8	Hong Kong SAR	58	US$87 m	+3%	National	US$1,715
9	Philippines	57	US$52 m	+7%	National	US$1,526
10	Nigeria	56	US$65 m	-1%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$65 m	-1%	National	US$1,015 S&Z
2	OAPI (17 states)	55	US$98 m	+10%	National	US$1,563 S&Z
3	Mozambique	55	US$275 m	+23%	ARIPO	US$450 S&Z
4	Zimbabwe	54	US$174 m	+42%	ARIPO	US$450 S&Z
5	Lesotho	52	US$149 m	+3%	National	US$326
6	Algeria	51	US$3.7 m	+43%	National	US$1,445
7	Eswatini	51	US$151 m	+1%	National	US$446
8	Botswana	50	US$328 m	+1%	ARIPO	US$450 S&Z
9	Mauritius	47	US$83 m	+7%	National	US$1,154
10	Dem. Rep. of the Congo	46	US$44 m	+5%	National	US$2,100

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
BOLD CHEF (THE)	5	US$1,015	US$1,563
EASY CHEF	4	US$812	US$1,378
NUCHEESE	3	US$609	US$1,194
NUMEAT	3	US$609	US$1,194
CORDI-MIX	2	US$406	US$1,009

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Active Business Trust's five most-filed brands: word marks of **other companies** (not Active Business Trust's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to BOLD CHEF (THE) (classes 9, 16, 41, 42, 43; searched 2018-05-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to EASY CHEF (classes 29, 30, 31, 32; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to NUCHEESE (classes 29, 30, 31; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to NUMEAT (classes 29, 30, 31; searched 2018-08-29 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CORDI-MIX (classes 32, 33; searched 2018-05-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

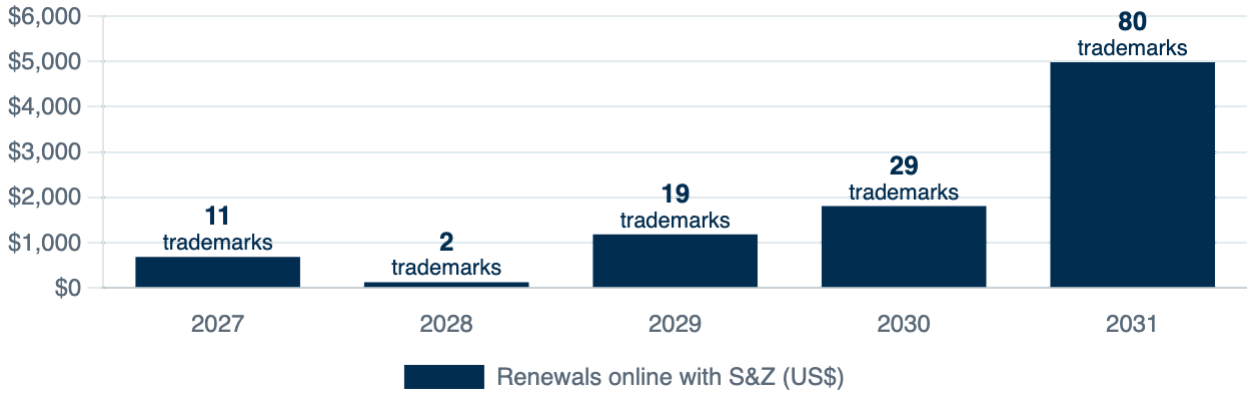
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Active Business Trust's next five years of renewals

141 of Active Business Trust's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,783** over the five years.



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