AVI – South African trademarks

Updated 8 November 2026

AVI is a JSE-listed South African branded consumer goods group. Its brands include Five Roses and Freshpak tea, Frisco coffee, Bakers biscuits and I&J seafood.

How AVI 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.

#17
largest trademark owner in South Africa (of 121,626)

1,717
trademarks filed

16
different logos published since 2020

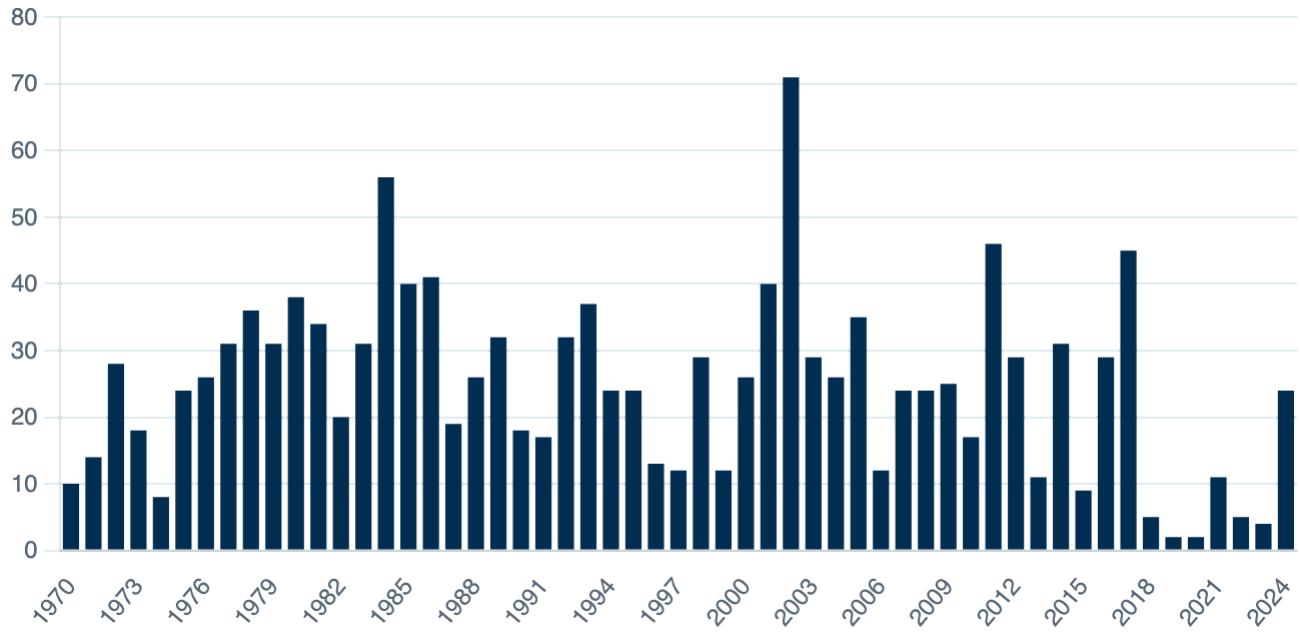
38
of 45 classes used

1918
first trademark filed

127
filed in the last 10 years

A portfolio built over time

AVI filed its first South African trademark in 1918 and has filed 1,717 since; its busiest year was 2002, with 71 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

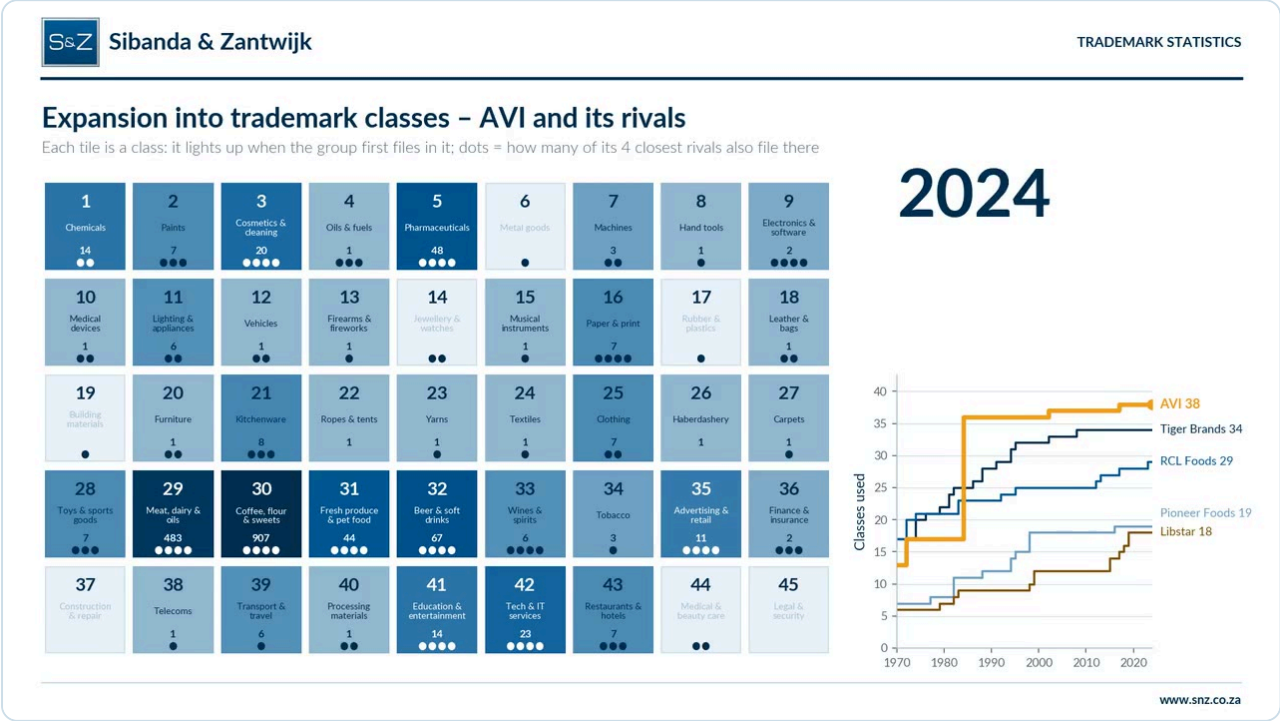
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
AVI	1,450	1918–2024
Irvin and Johnson International	238	1947–2024
Juno Finance	169	1939–2011
Irvin and Johnson	24	1962–1995

Where AVI expanded its business

Trademark classes show what a business sells. AVI'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 machines (2017), restaurants & hotels (2002), leather & bags (1984).

AVI trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avi-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	907	52.8%	1918
29 Meat, dairy & oils	483	28.1%	1923
32 Beer & soft drinks	67	3.9%	1926
5 Pharmaceuticals	48	2.8%	1923
31 Fresh produce & pet food	44	2.6%	1923
42 Tech & IT services	23	1.3%	1972
3 Cosmetics & cleaning	20	1.2%	1926
1 Chemicals	14	0.8%	1926

The brands AVI protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	WILLARDS	37	33	1965–2018
2	FIVE ROSES	22	14	1938–2009
3	STURKA MIXTURE	16	8	1955–1955
4	I&J	15	6	1979–2012
5	HOUSE OF COFFEES	12	6	1996–2012
6	NATIONAL BRANDS	11	11	1995–2017
7	PRO-VITA	10	8	1940–2003
8	PROVITA	8	8	1926–1926
9	NUTRINE	8	6	1938–1973
10	BAKERS	8	3	1961–2015
11	FRISCO	7	3	1962–2003
12	CRINKLE CUT	7	2	1978–2014
13	ELLIS BROWN	7	2	1963–2013
14	ROSE	6	6	1938–1938
15	TREKKER	6	6	1938–1938

Logos filed most often (since 2020)



3 filings · 1 class



3 filings · 1 class



2 filings · 2 classes



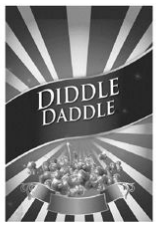
2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

AVI's logos

The 16 different logos AVI 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



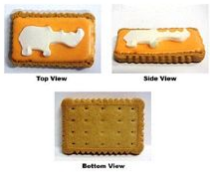
2 classes



2 classes



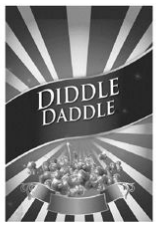
1 class



1 class



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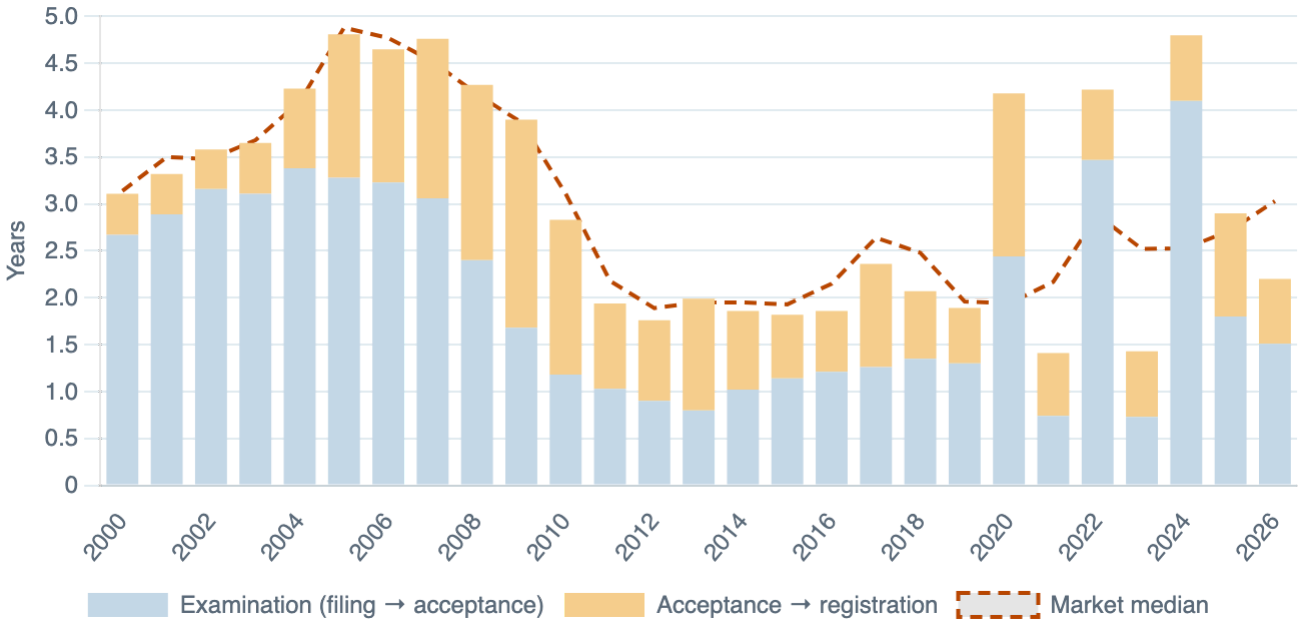


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, AVI's marks took a median of **2.2 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

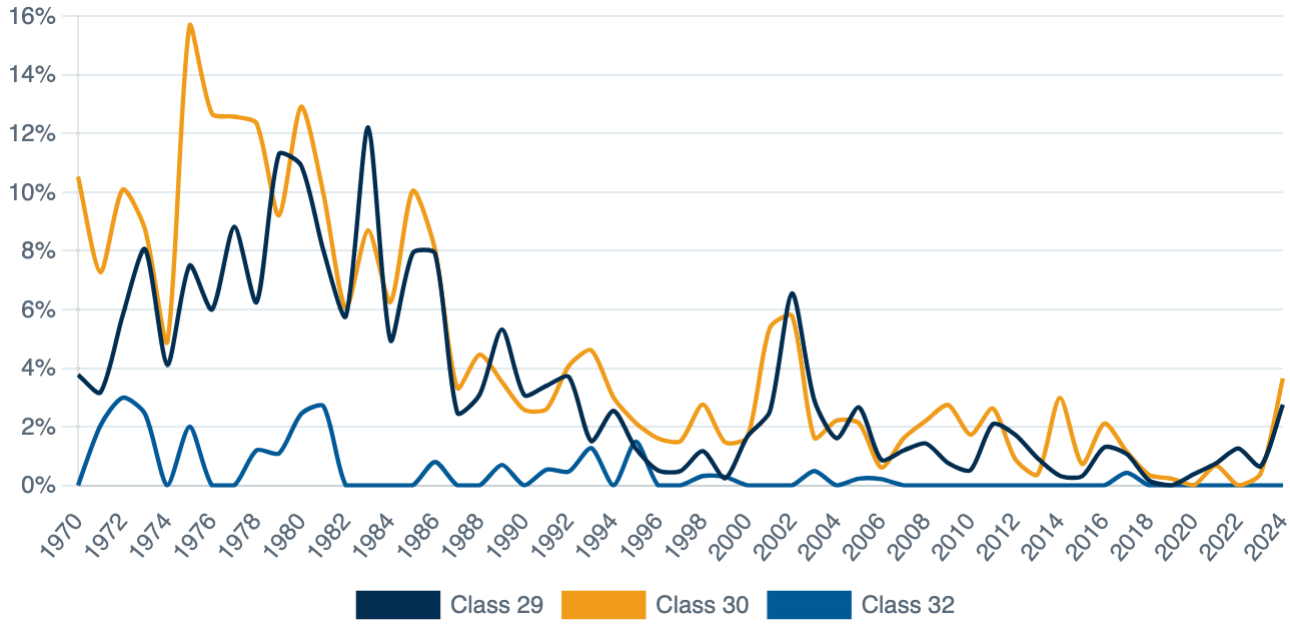


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in AVI's classes

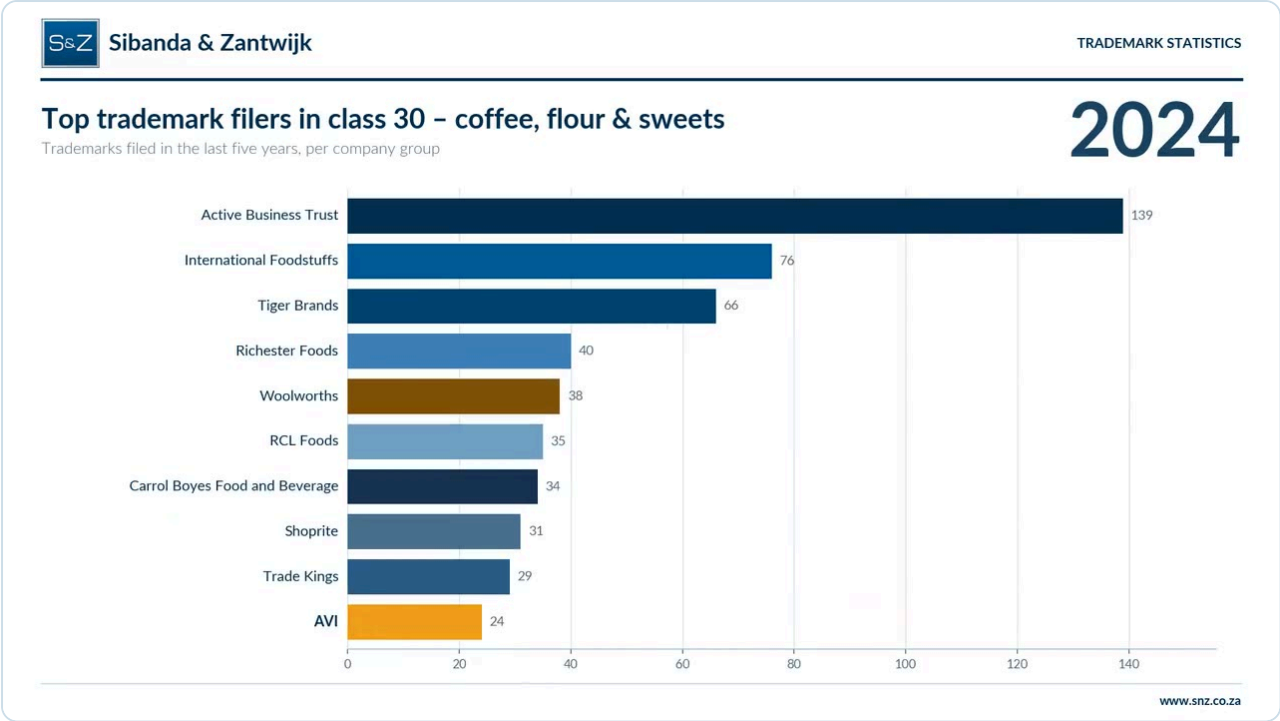
> Ranked by **number of trademarks filed in AVI's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows AVI's market position, not who is most like it.

In the last five years, AVI was **#10** of 1,368 filers in class 30 (coffee, flour & sweets), with 24 of 3,209 trademarks; **#8** of 919 filers in class 29 (meat, dairy & oils), with 21 of 2,013 trademarks.



AVI'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: AVI



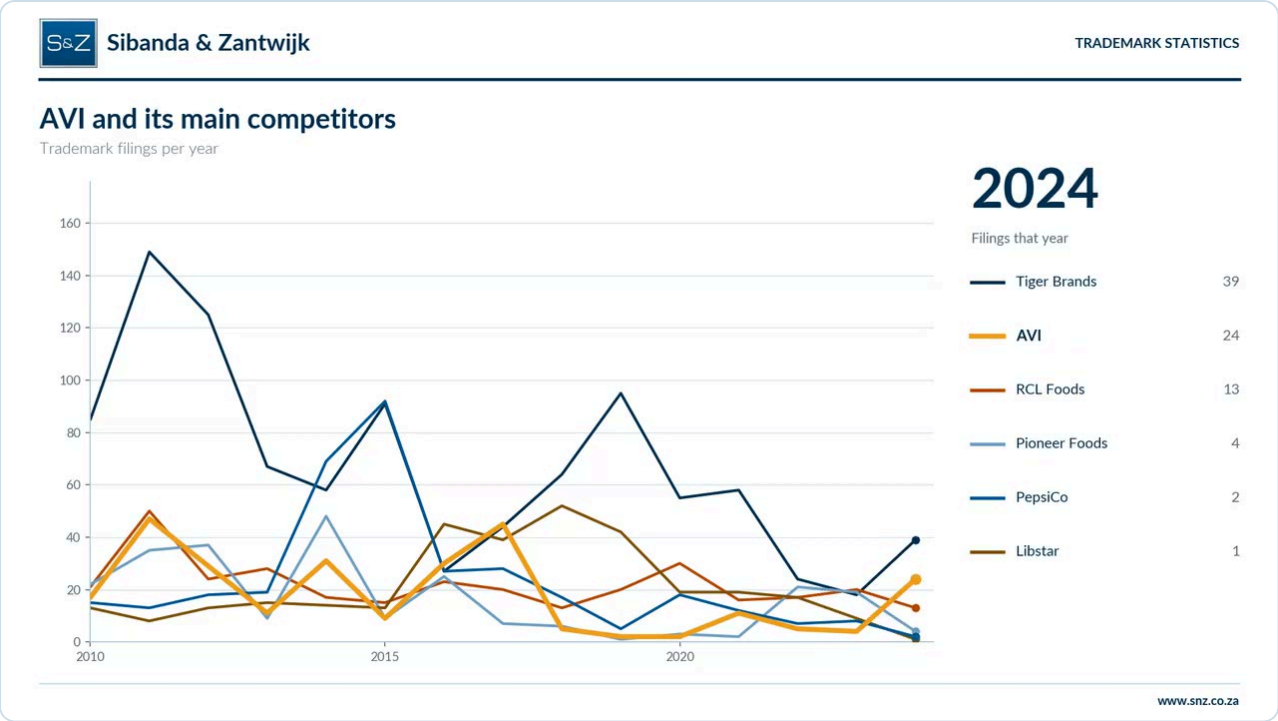
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avi-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like AVI

> Ranked by **how similar their whole trademark portfolio is to AVI'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.

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

AVI 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/avi-south-african-trademarks/competitors-video.html

Trademark filings per year: AVI (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	87%
2	RCL Foods	Direct competitor	84%
3	Pioneer Foods	Direct competitor	82%
4	Libstar	Direct competitor	81%
5	PepsiCo	Direct competitor	81%
6	Nestlé	Direct competitor	79%
7	Unilever	Direct competitor	78%
8	Premier FMCG	Direct competitor	77%
9	Active Business Trust	Direct competitor	73%
10	Wimpy (Pleasure Foods)	Related field	78%

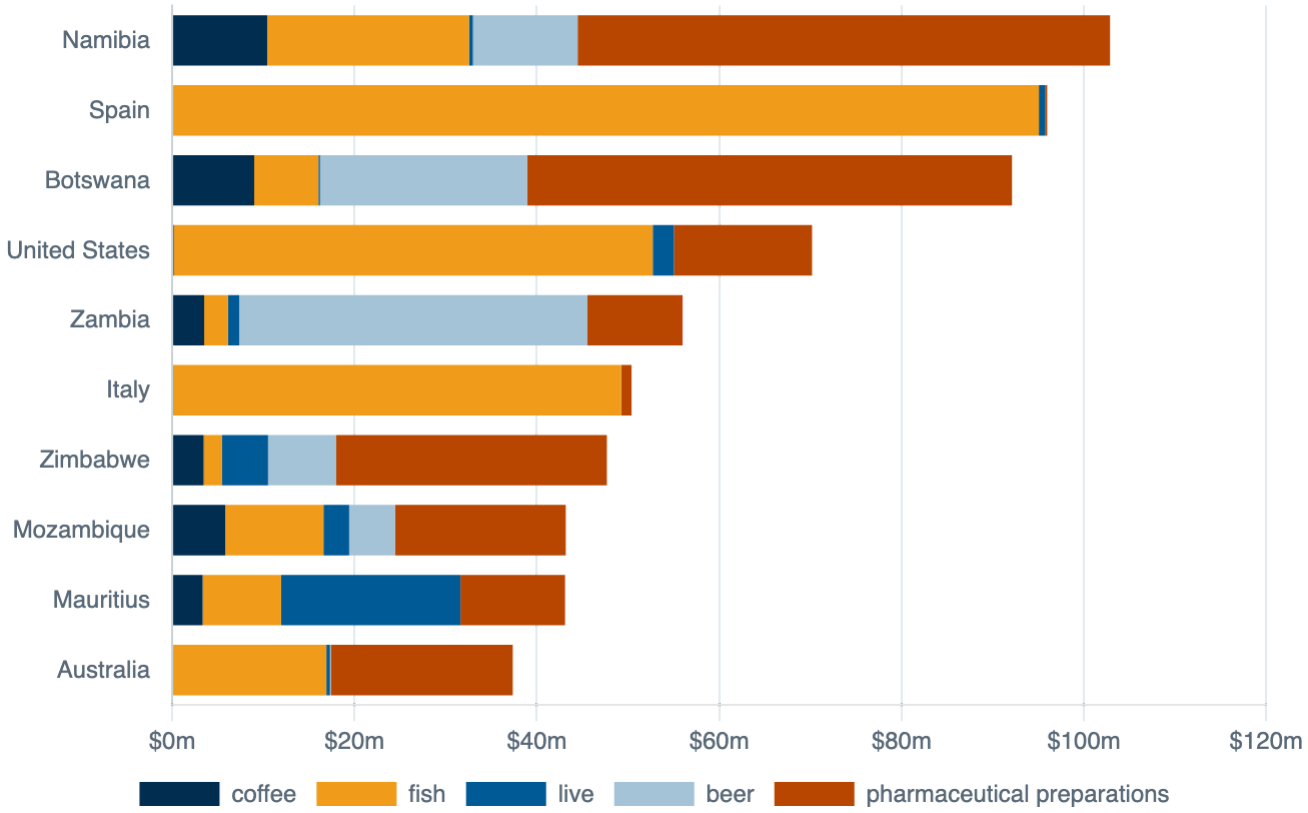
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

AVI – relevant export countries

South Africa exported **US$3.1 billion** of the goods AVI's main classes cover in the last year – coffee; bread; spices; honey (class 30); fish; meat; preserved; dried (class 29); beer; non-alcoholic beverages; energy drinks (class 32); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); live; fish; crustaceans (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where AVI's trademarks matter most.

Where South Africa exports AVI's top goods

AVI's trademarks most often cover coffee, fish, live, beer and pharmaceutical preparations. South Africa's ten largest export markets for these goods took **64%** 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 AVI'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	82	US$421 m	+3%	National	US$2,388
2	United States of America	73	US$150 m	-0%	National	US$3,425
3	China	70	US$56 m	-7%	National	US$1,224
4	United Kingdom	69	US$83 m	+2%	National	US$1,371
5	Japan	63	US$42 m	-4%	National	US$1,774
6	Russian Federation	58	US$13 m	-4%	National	US$1,915
7	Mozambique	58	US$222 m	+10%	ARIPO	US$450
8	Botswana	58	US$293 m	-2%	ARIPO	US$450
9	Zimbabwe	57	US$208 m	+11%	ARIPO	US$450
10	Hong Kong SAR	57	US$19 m	+1%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	58	US$222 m	+10%	ARIPO	US$450 S&Z
2	Botswana	58	US$293 m	-2%	ARIPO	US$450 S&Z
3	Zimbabwe	57	US$208 m	+11%	ARIPO	US$450 S&Z
4	Nigeria	55	US$23 m	-5%	National	US$1,015 S&Z
5	Lesotho	54	US$133 m	-4%	National	US$326
6	Eswatini	54	US$124 m	-2%	National	US$446
7	OAPI (17 states)	54	US$19 m	+7%	National	US$1,563 S&Z
8	Malawi	53	US$32 m	+12%	ARIPO	US$450 S&Z
9	Egypt	52	US$15 m	-2%	National	US$2,278
10	Morocco	52	US$1.3 m	+25%	National	US$1,408

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)
WILLARDS	33	US$6,699	US$6,734
FIVE ROSES	14	US$2,842	US$3,225
STURKA MIXTURE	8	US$1,624	US$2,117
I&J	6	US$1,218	US$1,748
HOUSE OF COFFEES	6	US$1,218	US$1,748

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 AVI's five most-filed brands: word marks of **other companies** (not AVI'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 WILLARDS (classes 5, 29, 30, 31, 32; searched 2019-04-24 to 2026-11-07)

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

Similar to FIVE ROSES (classes 5, 29, 30, 31, 32; searched 2019-01-30 to 2026-11-07)

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

Similar to STURKA MIXTURE (classes 1, 2, 3, 5, 29, 30, 31, 32; searched 2018-01-31 to 2026-11-07)

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

Similar to HOUSE OF COFFEES (classes 16, 29, 30, 35, 42, 43; searched 2018-03-28 to 2026-11-07)

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

Similar to NATIONAL BRANDS (classes 29, 30, 31, 32; searched 2018-02-28 to 2026-11-07)

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

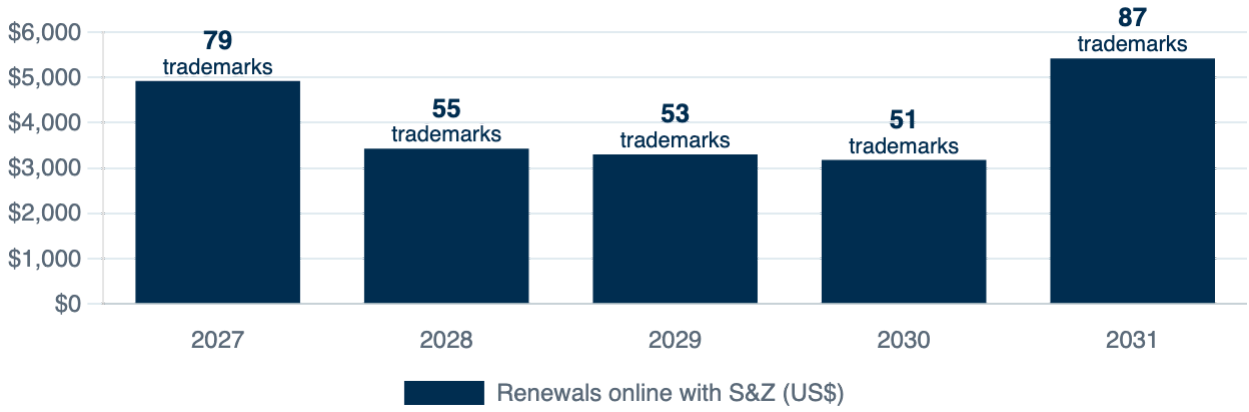
S&Z prices – South African trademarks

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$.

AVI's next five years of renewals

325 of AVI's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$20,244 over the five years.



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