Distell – South African trademarks

Updated 8 November 2026

Distell, now part of Heineken Beverages, is a South African producer of wines, spirits and ciders. Its brands include Savanna, Hunter's and Klipdrift.

How Distell 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.

#49
largest trademark owner in South Africa (of 121,626)

927
trademarks filed

5
different logos published since 2020

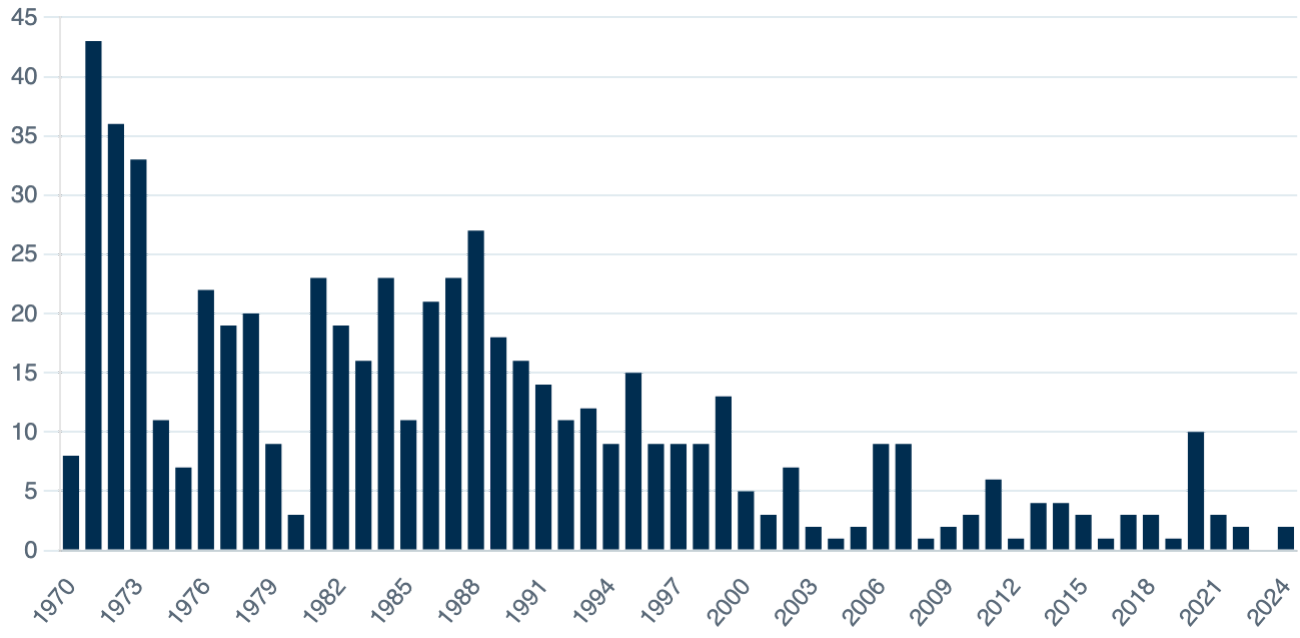
23
of 45 classes used

1921
first trademark filed

25
filed in the last 10 years

A portfolio built over time

Distell filed its first South African trademark in 1921 and has filed 927 since; its busiest year was 1964, with 85 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

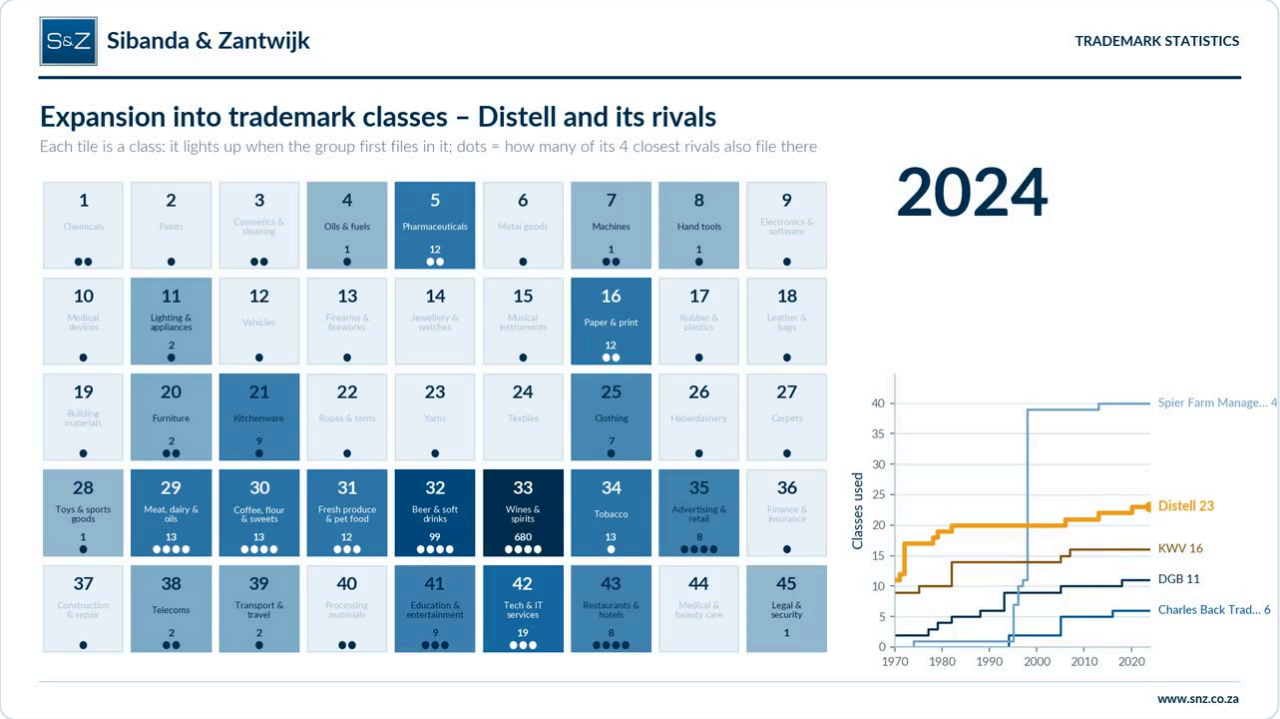
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Distell	932	1921–2024
Stellenbosch Farmers Services	1	2007–2007

Where Distell expanded its business

Trademark classes show what a business sells. Distell's portfolio is concentrated in wines & spirits (class 33), beer & soft drinks (class 32), tech & it services (class 42). Its most recent moves were into legal & security (2020), toys & sports goods (2013), lighting & appliances (2006).

Distell trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/distell-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.

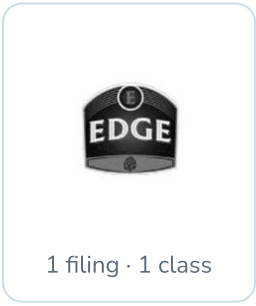
CLASS	MARKS	SHARE	SINCE
33 Wines & spirits	680	73.4%	1921
32 Beer & soft drinks	99	10.7%	1921
42 Tech & IT services	19	2.0%	1972
30 Coffee, flour & sweets	13	1.4%	1960
29 Meat, dairy & oils	13	1.4%	1960
34 Tobacco	13	1.4%	1963
16 Paper & print	12	1.3%	1964
31 Fresh produce & pet food	12	1.3%	1960

The brands Distell protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LIEBERSTEIN	19	8	1960–2020
2	SFW	18	5	1968–1982
3	TASSENBERG	13	10	1949–2011
4	GRAND MOUSSEUX	13	8	1943–2020
5	LA GRATITUDE	12	8	1937–2020
6	MELLOW-WOOD	12	7	1960–1982
7	LIBERTAS	10	9	1941–1972
8	COSSACK	9	9	1956–1972
9	OOM TAS	9	8	1954–1972
10	TASHEIMER	9	8	1957–1972
11	S STELLENBOSCH FARMERS'WINERY	8	8	1964–1964
12	GRACA	7	5	1985–2005
13	CROWN	7	2	1947–2020
14	CHILLER PAK	5	5	2006–2006
15	KELLERPRINZ BRAAI	5	5	1981–1981

Logos filed most often (since 2020)



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Distell's logos

The 5 different logos Distell 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.

1 class

1 class

1 class

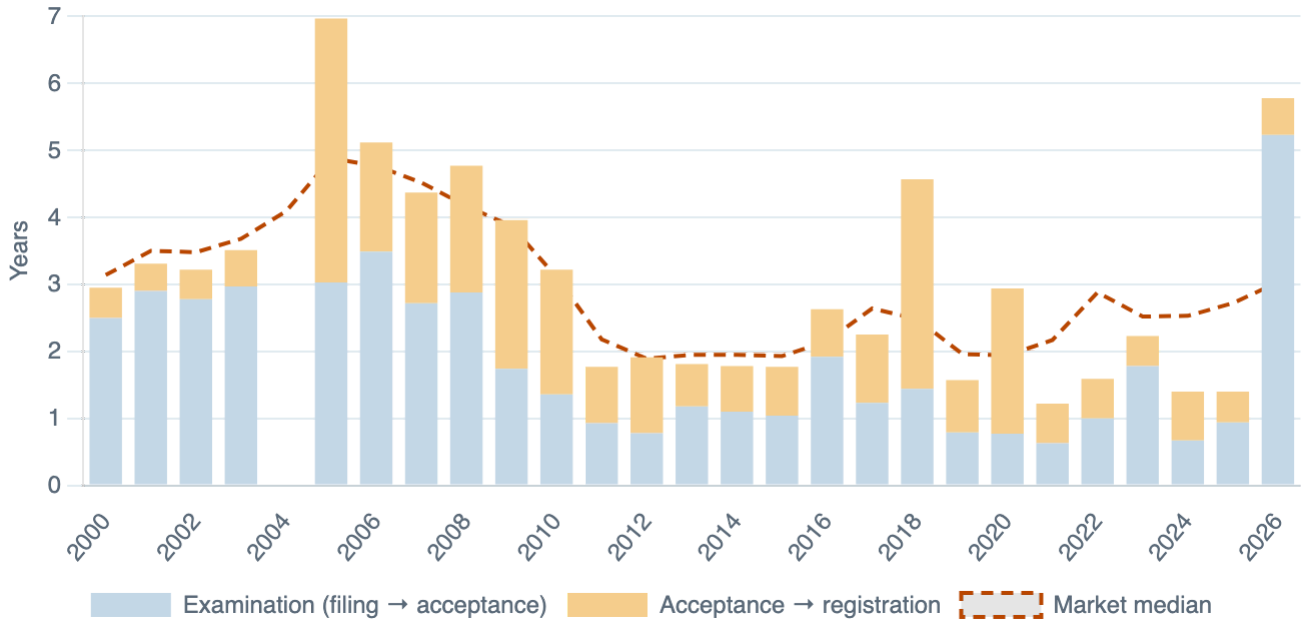
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Distell'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: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

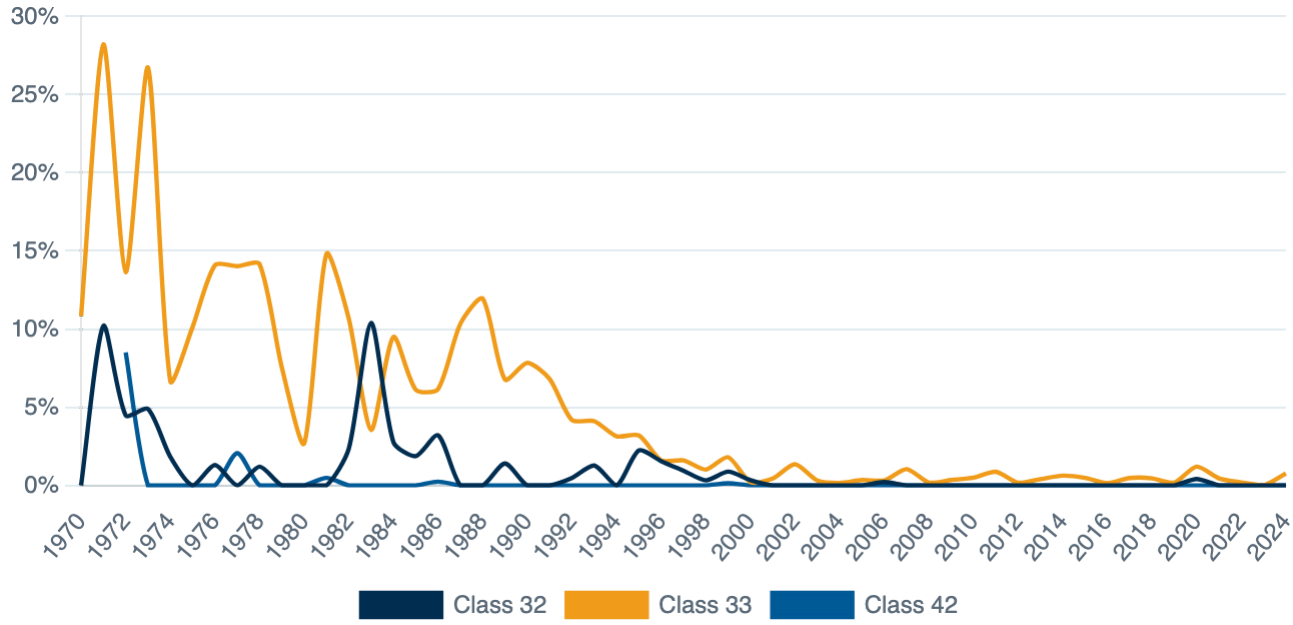


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Distell's classes

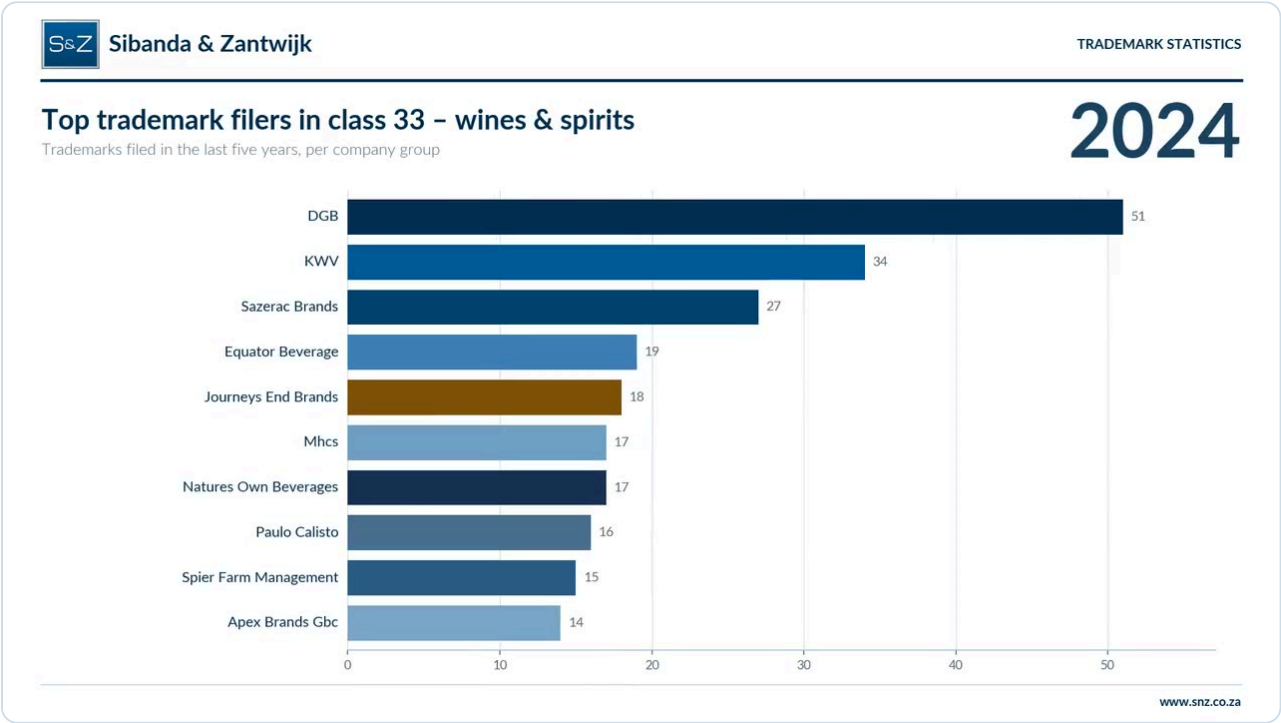
> Ranked by **number of trademarks filed in Distell's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Distell's market position, not who is most like it.

In the last five years, Distell was **#16** of 1,088 filers in class 33 (wines & spirits), with 12 of 2,324 trademarks; **#301** of 905 filers in class 32 (beer & soft drinks), with 2 of 1,804 trademarks.



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

Top trademark filers in class 33 (wines & spirits), South Africa 1975–2024: Distell



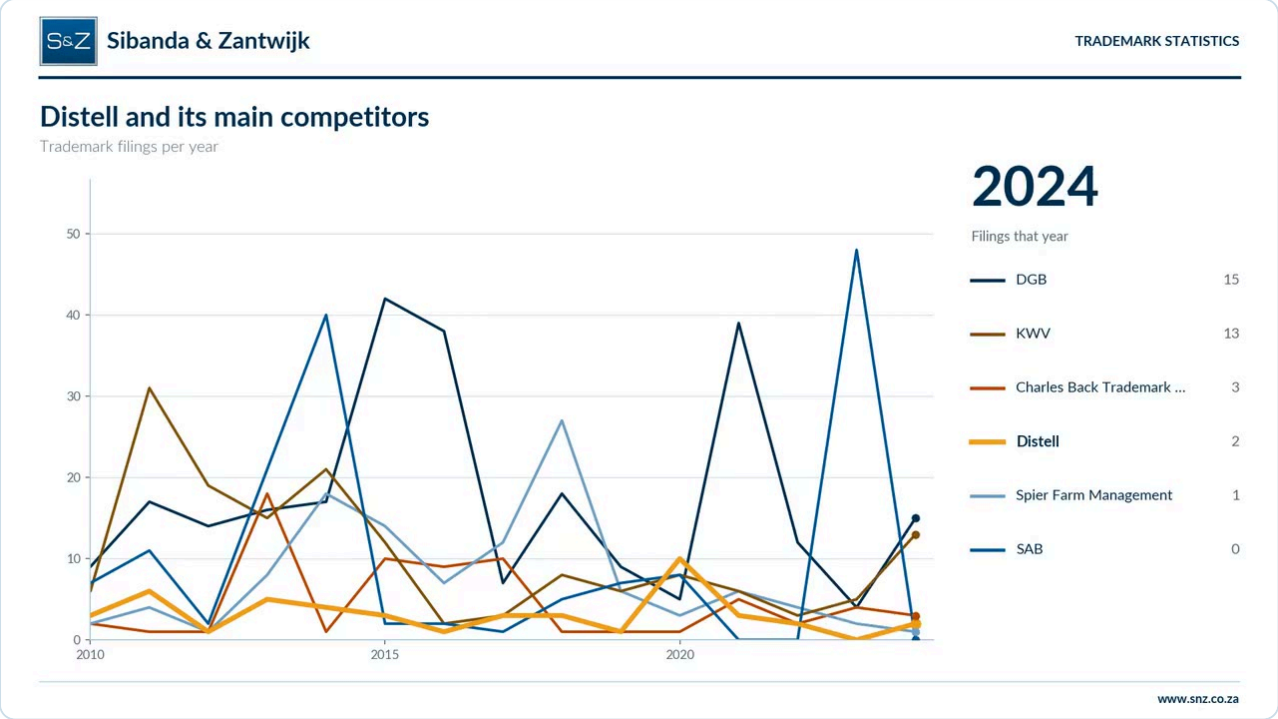
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/distell-south-african-trademarks/class-33-race-video.html

Main competitors – the companies most like Distell

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

Distell's closest competitors in South Africa are DGB, Charles Back Trademark Trust, Spier and KWV.

Distell 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/distell-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	Direct competitor	100%
2	Charles Back Trademark Trust	Direct competitor	90%
3	Spier	Direct competitor	80%
4	KWV	Direct competitor	80%
5	SAB	Direct competitor	80%
6	Suntory	Direct competitor	70%
7	Irish Distillers International	Direct competitor	70%
8	Bacardi and	Direct competitor	70%
9	Time Being of the Aj and F Charnaud Tru...	Direct competitor	70%
10	Sazerac Brands	Direct competitor	70%

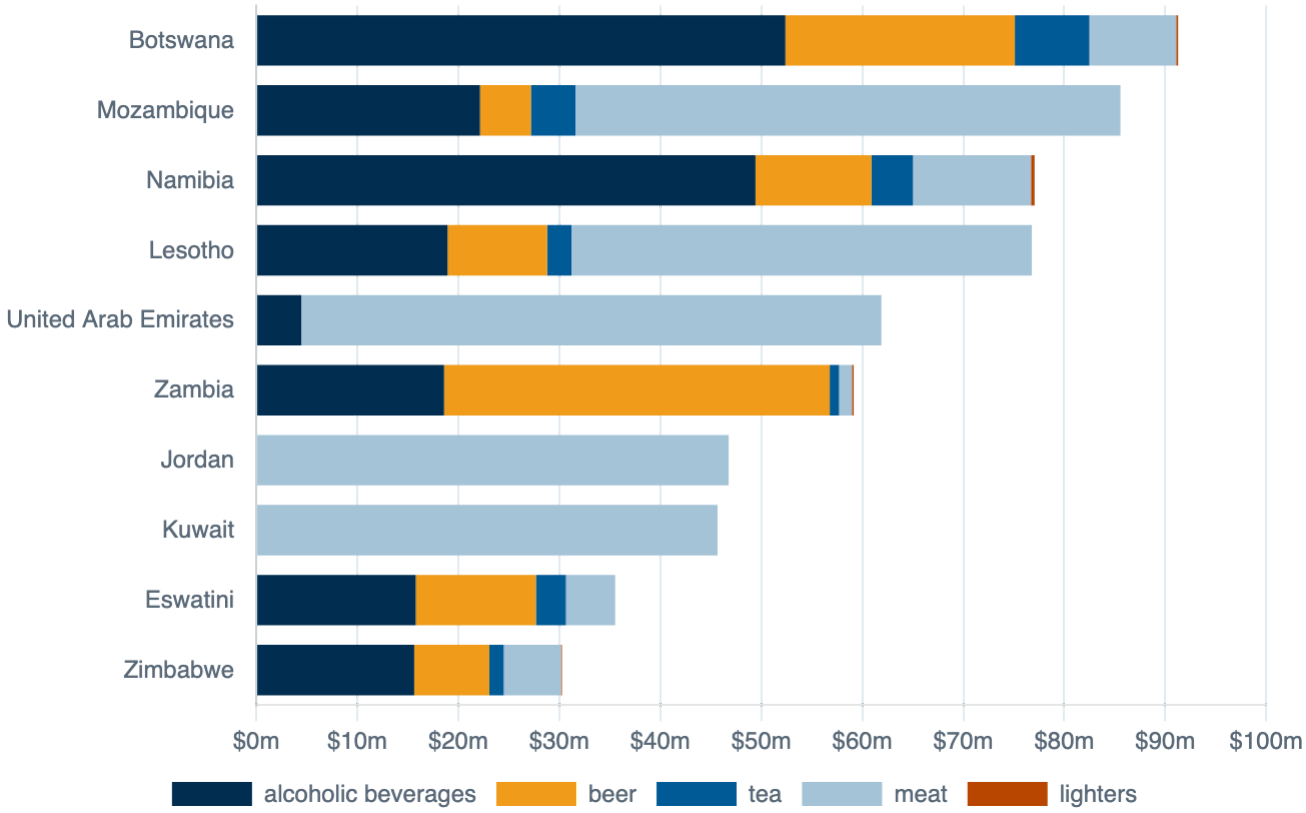
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Distell – relevant export countries

South Africa exported **US$3.1 billion** of the goods Distell's main classes cover in the last year – alcoholic beverages; beer; wine; alcoholic preparations (class 33); beer; fruit juices; syrups; mineral and aerated waters (class 32); tea; coffee; bread (class 30); meat; fish; jams (class 29); lighters; dried cannabis; electronic cigarettes (class 34). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Distell's trademarks matter most.

Where South Africa exports Distell's top goods

Distell's trademarks most often cover alcoholic beverages, beer, tea, meat and lighters. South Africa's ten largest export markets for these goods took **75%** 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 Distell'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$647 m	+4%	National	US$2,388
2	United States of America	73	US$183 m	-0%	National	US$3,425
3	United Kingdom	72	US$198 m	+4%	National	US$1,371
4	China	70	US$59 m	-8%	National	US$1,224
5	Japan	63	US$43 m	-5%	National	US$1,774
6	Hong Kong SAR	58	US$18 m	+1%	National	US$1,715
7	Nigeria	56	US$25 m	-2%	National	US$1,015
8	Philippines	55	US$3.7 m	-0%	National	US$1,526
9	Mozambique	55	US$202 m	+5%	ARIPO	US$450
10	Ukraine	54	US$2.1 m	+34%	National	US$1,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$25 m	-2%	National	US$1,015 S&Z
2	Mozambique	55	US$202 m	+5%	ARIPO	US$450 S&Z
3	Lesotho	54	US$126 m	-1%	National	US$326
4	OAPI (17 states)	54	US$20 m	+7%	National	US$1,563 S&Z
5	Botswana	53	US$237 m	-3%	ARIPO	US$450 S&Z
6	Zimbabwe	52	US$117 m	+6%	ARIPO	US$450 S&Z
7	Eswatini	52	US$98 m	-4%	National	US$446
8	Egypt	51	US$11 m	-3%	National	US$2,278
9	Algeria	49	US$384 k	+56%	National	US$1,445
10	Mauritius	48	US$57 m	+4%	National	US$1,154

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)
LIEBERSTEIN	8	US$1,624	US$2,117
SFW	5	US$1,015	US$1,563
TASSENBERG	10	US$2,030	US$2,487
GRAND MOUSSEUX	8	US$1,624	US$2,117
LA GRATITUDE	8	US$1,624	US$2,117

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 Distell's five most-filed brands: word marks of **other companies** (not Distell'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 LIEBERSTEIN (classes 5, 29, 30, 31, 32, 33, 34, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to SFW (classes 32, 33, 35, 42, 43; searched 2018-01-31 to 2026-11-07)

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

Similar to TASSENBERG (classes 30, 32, 33, 34, 42; searched 2022-10-26 to 2026-11-07)

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

Similar to GRAND MOUSSEUX (classes 5, 29, 30, 31, 32, 33, 34, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to LA GRATITUDE (classes 5, 29, 30, 31, 32, 33, 34, 42; searched 2018-06-27 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

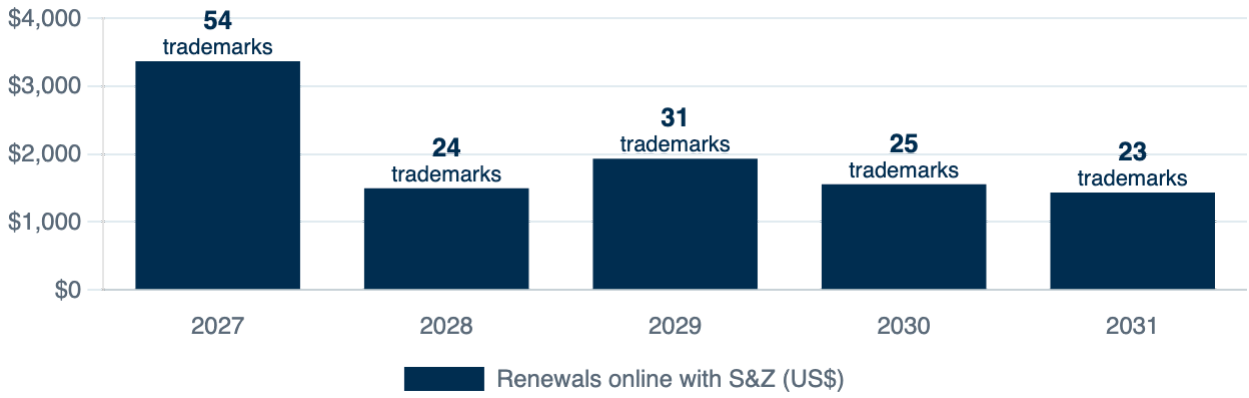
S&Z prices – South African trademarks

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$.

Distell's next five years of renewals

157 of Distell's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,780 over the five years.



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