Freddy Hirsch – South African trademarks

Updated 8 November 2026

Freddy Hirsch is a South African supplier of spices, seasonings, casings and ingredients for the meat processing industry.

How Freddy Hirsch 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.

#205
largest trademark owner in South Africa (of 121,626)

300
trademarks filed

3
different logos published since 2020

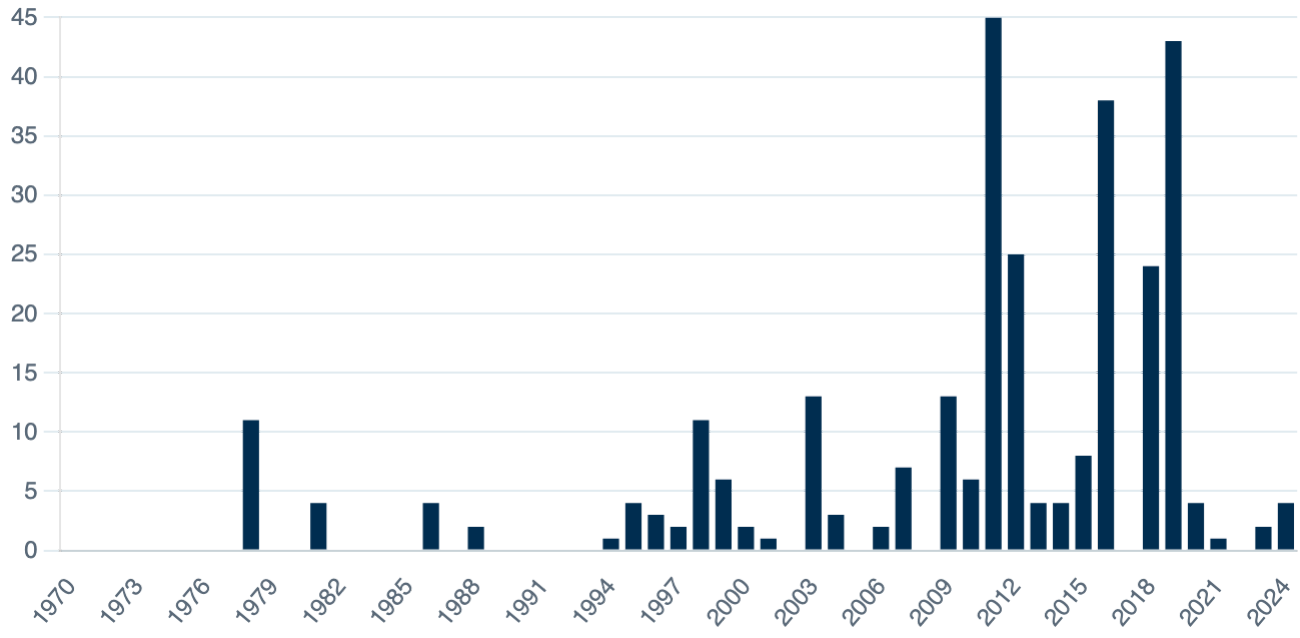
22
of 45 classes used

1962
first trademark filed

117
filed in the last 10 years

A portfolio built over time

Freddy Hirsch filed its first South African trademark in 1962 and has filed 300 since; its busiest year was 2011, with 45 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

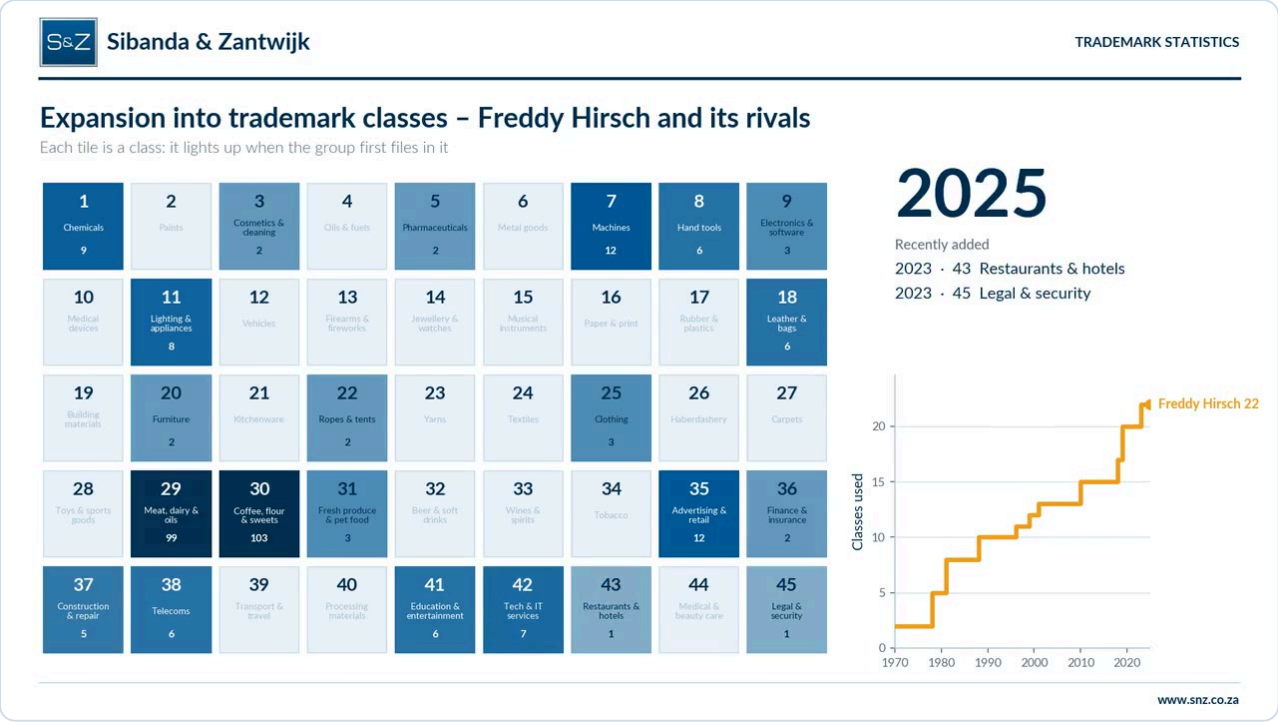
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Freddy Hirsch	306	1962–2025

Where Freddy Hirsch expanded its business

Trademark classes show what a business sells. Freddy Hirsch's portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), advertising & retail (class 35). Its most recent moves were into legal & security (2023), restaurants & hotels (2023), furniture (2019).

Freddy Hirsch trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/freddy-hirsch-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	103	34.3%	1962
29	Meat, dairy & oils	99	33.0%	1978
35	Advertising & retail	12	4.0%	1999
7	Machines	12	4.0%	1981
1	Chemicals	9	3.0%	2001
11	Lighting & appliances	8	2.7%	1988
42	Tech & IT services	7	2.3%	1988
18	Leather & bags	6	2.0%	1962

The brands Freddy Hirsch protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	FREDDY HIRSCH	33	16	1999–2019
2	FREDDYPRO	11	10	2018–2019
3	FREDDY	9	9	2018–2018
4	HICO	9	8	1962–2019
5	HIRSCHPRO	5	5	2011–2019
6	BOK FOR A BRAAI	4	4	2012–2012
7	BRAAI-VALRY	4	4	2012–2012
8	DRIVEN BY INNOVATION	4	4	2011–2011
9	HYTEX	4	4	1978–1978
10	FOSHO	4	2	2015–2018
11	FREDDY HIRSCH NATURALLY ENRICHED	4	2	2003–2003
12	WHAT'S COOKING?	4	2	2011–2019
13	A FAMILY OF FLAVOUR	3	3	2010–2019
14	BUTCHER KING	3	3	1996–1996
15	CONPRO	3	3	1978–1978

Logos filed most often (since 2020)



13 filings · 13 classes



2 filings · 2 classes



2 filings · 2 classes

Freddy Hirsch's logos

The 3 different logos Freddy Hirsch 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.



13 classes



2 classes

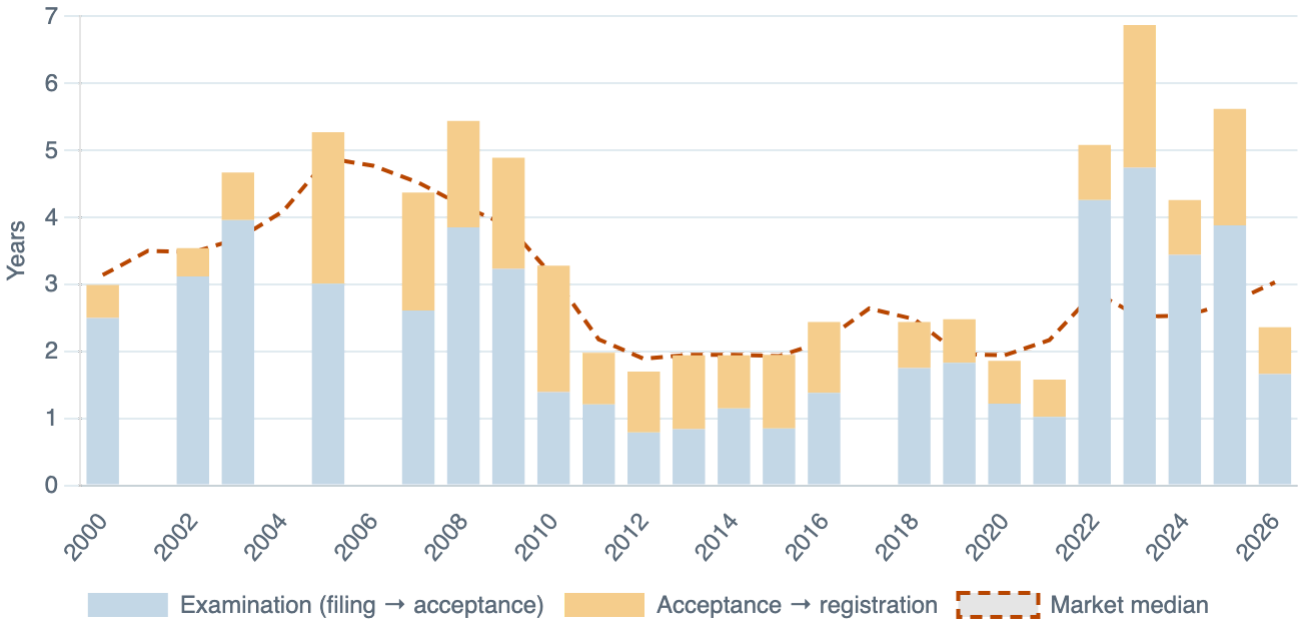


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Freddy Hirsch's marks took a median of **4.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

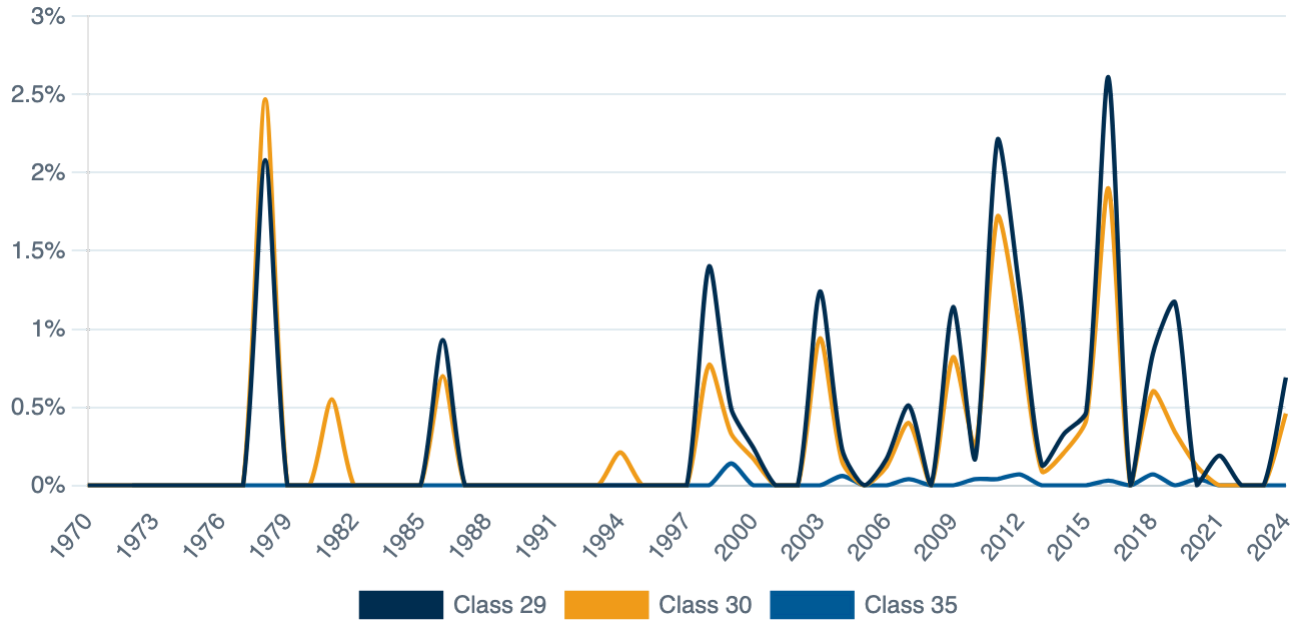


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Freddy Hirsch's classes

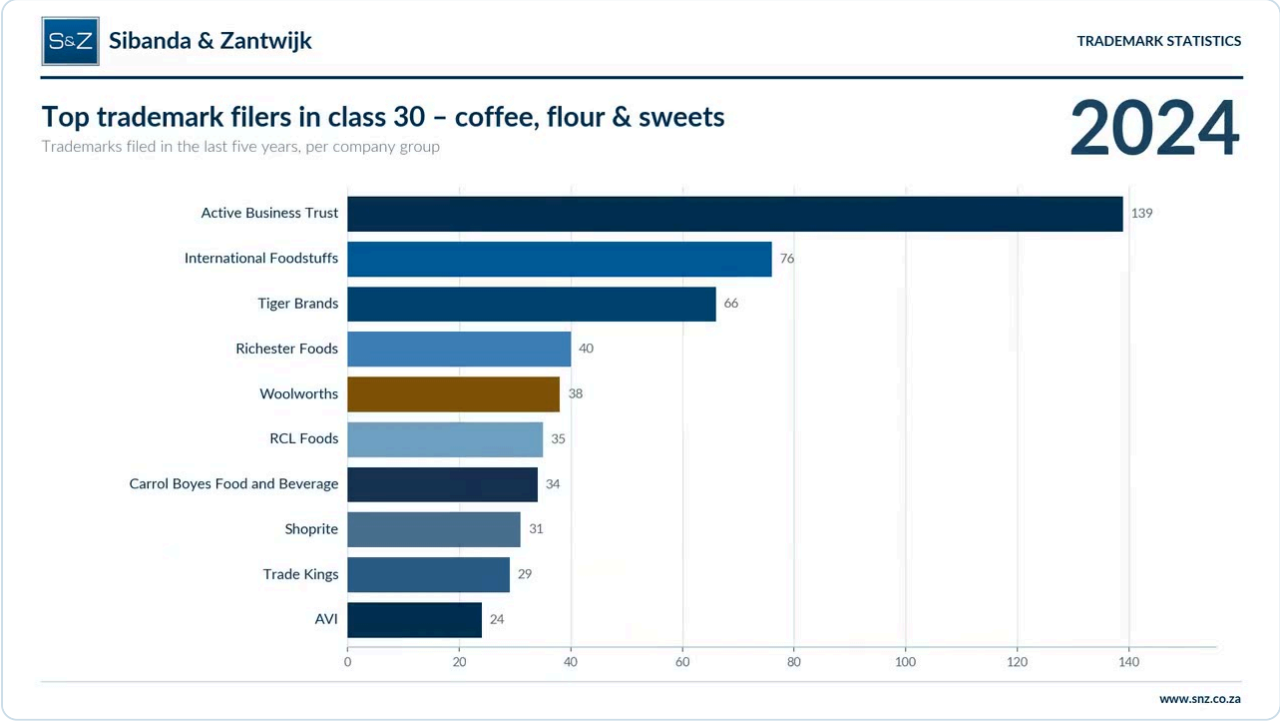
> Ranked by **number of trademarks filed in Freddy Hirsch's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Freddy Hirsch's market position, not who is most like it.

In the last five years, Freddy Hirsch was **#204** of 1,368 filers in class 30 (coffee, flour & sweets), with 3 of 3,209 trademarks; **#129** of 919 filers in class 29 (meat, dairy & oils), with 3 of 2,013 trademarks; **#4463** of 5,866 filers in class 35 (advertising & retail), with 1 of 11,124 trademarks.



Freddy Hirsch'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: Freddy Hirsch

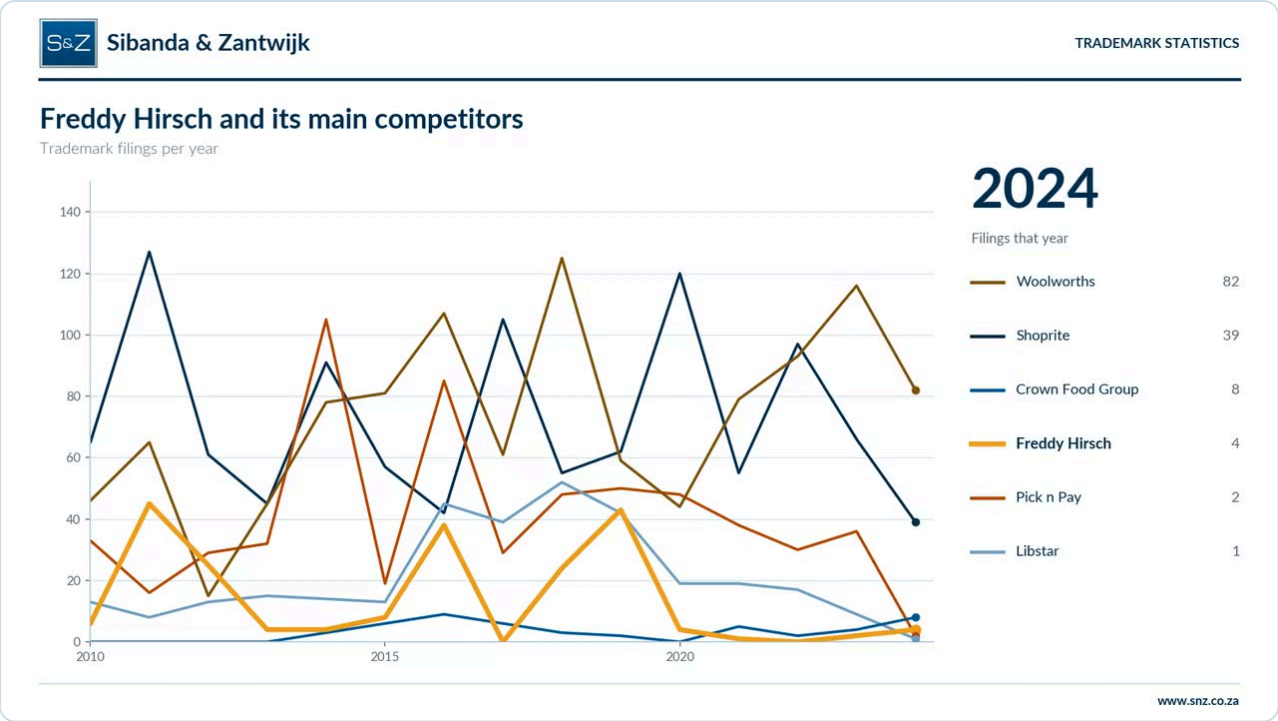


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/freddy-hirsch-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Freddy Hirsch

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

Freddy Hirsch 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/freddy-hirsch-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	–	98%
2	Pick n Pay	–	80%
3	Libstar	–	80%
4	Woolworths	–	80%
5	Crown Food Group	–	77%
6	Deli Spices	–	77%
7	Wimpy (Pleasure Foods)	–	75%
8	Spur	–	75%
9	Clover	–	75%
10	Antonio Jorge Reis Calisto	–	73%

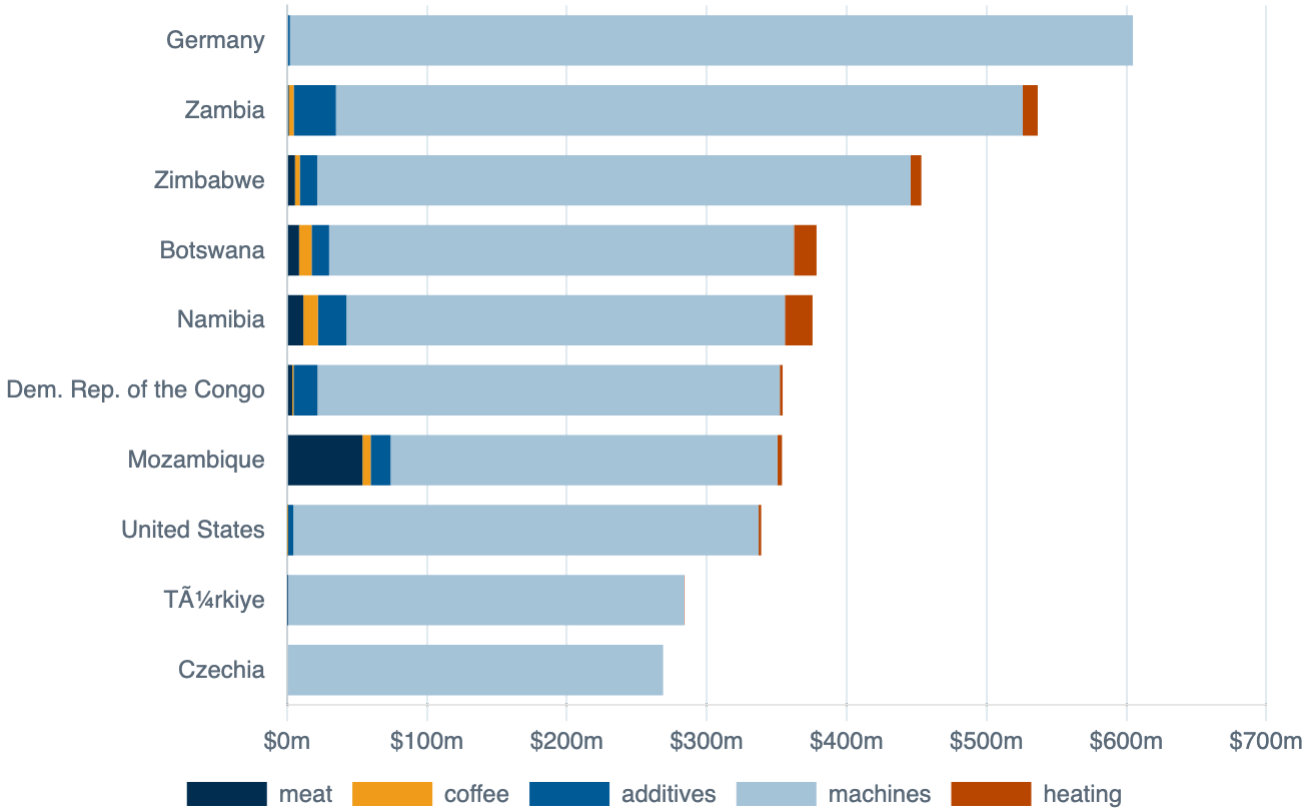
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Freddy Hirsch – relevant export countries

South Africa exported **US$8.8 billion** of the goods Freddy Hirsch's main classes cover in the last year – coffee; spices; bread; sauces (class 30); meat; fish; poultry and game; extracts (class 29); machines; valves; electric food processors; machine coupling and transmission components (class 7); additives; compositions; chemical substances; alginates (class 1); heating; machines; cooking; drying (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Freddy Hirsch's trademarks matter most.

Where South Africa exports Freddy Hirsch's top goods

Freddy Hirsch's trademarks most often cover meat, coffee, additives, machines and heating. 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 Freddy Hirsch'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$1.7 billion	+0%	National	US$2,388
2	United States of America	72	US$551 m	+2%	National	US$3,425
3	United Kingdom	66	US$145 m	+1%	National	US$1,371
4	Türkiye	63	US$299 m	+7%	National	US$1,258
5	India	61	US$38 m	+6%	National	US$1,295
6	Canada	61	US$59 m	+0%	National	US$2,192
7	Australia	60	US$179 m	-3%	National	US$2,380
8	Russian Federation	59	US$33 m	+3%	National	US$1,915
9	Mexico	58	US$28 m	+7%	National	US$3,050
10	Indonesia	57	US$40 m	+2%	National	US$2,630

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	57	US$613 m	+15%	ARIPO	US$450 S&Z
2	Zimbabwe	57	US$605 m	+14%	ARIPO	US$450 S&Z
3	OAPI (17 states)	56	US$200 m	+10%	National	US$1,563 S&Z
4	Nigeria	55	US$56 m	-6%	National	US$1,015 S&Z
5	Mozambique	55	US$489 m	+10%	ARIPO	US$450 S&Z
6	Lesotho	54	US$193 m	+18%	National	US$326
7	Morocco	54	US$15 m	+19%	National	US$1,408
8	Tanzania	54	US$105 m	+1%	ARIPO	US$450 S&Z
9	Malawi	53	US$75 m	+23%	ARIPO	US$450 S&Z
10	Botswana	53	US$623 m	-4%	ARIPO	US$450 S&Z

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)
FREDDY HIRSCH	16	US$3,248	US$3,595
FREDDYPRO	10	US$2,030	US$2,487
FREDDY	9	US$1,827	US$2,302
HICO	8	US$1,624	US$2,117
HIRSCHPRO	5	US$1,015	US$1,563

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 Freddy Hirsch's five most-filed brands: word marks of **other companies** (not Freddy Hirsch'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 FREDDY HIRSCH (classes 1, 7, 29, 30, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to FREDDYPRO (classes 1, 7, 29, 30, 35; searched 2018-03-28 to 2026-11-08)

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

Similar to FREDDY (classes 1, 7, 29, 30, 35; searched 2018-01-31 to 2026-11-08)

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

Similar to HICO (classes 7, 8, 11, 18, 25, 29, 30, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to HIRSCHPRO (classes 7, 11, 38, 41, 42; searched 2018-01-31 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

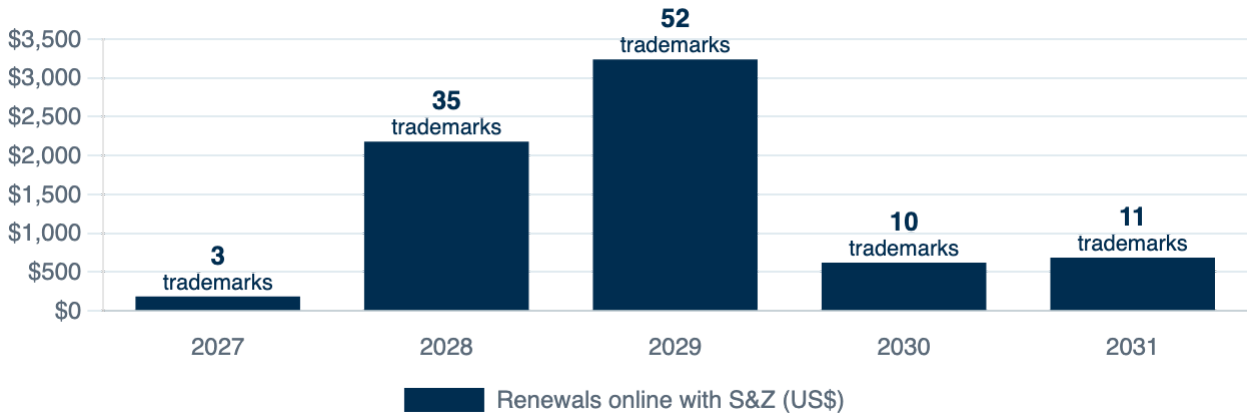
S&Z prices – South African trademarks

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$.

Freddy Hirsch's next five years of renewals

111 of Freddy Hirsch's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$6,914** over the five years.



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