International Foodstuffs – South African trademarks

Updated 8 November 2026

International Foodstuffs (IFFCO) is a food group based in the United Arab Emirates. It makes cooking oils, margarines, snacks, frozen foods and other grocery products.

How International Foodstuffs 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.

#293
largest trademark owner in South Africa (of 121,626)

204
trademarks filed

3
different logos published since 2020

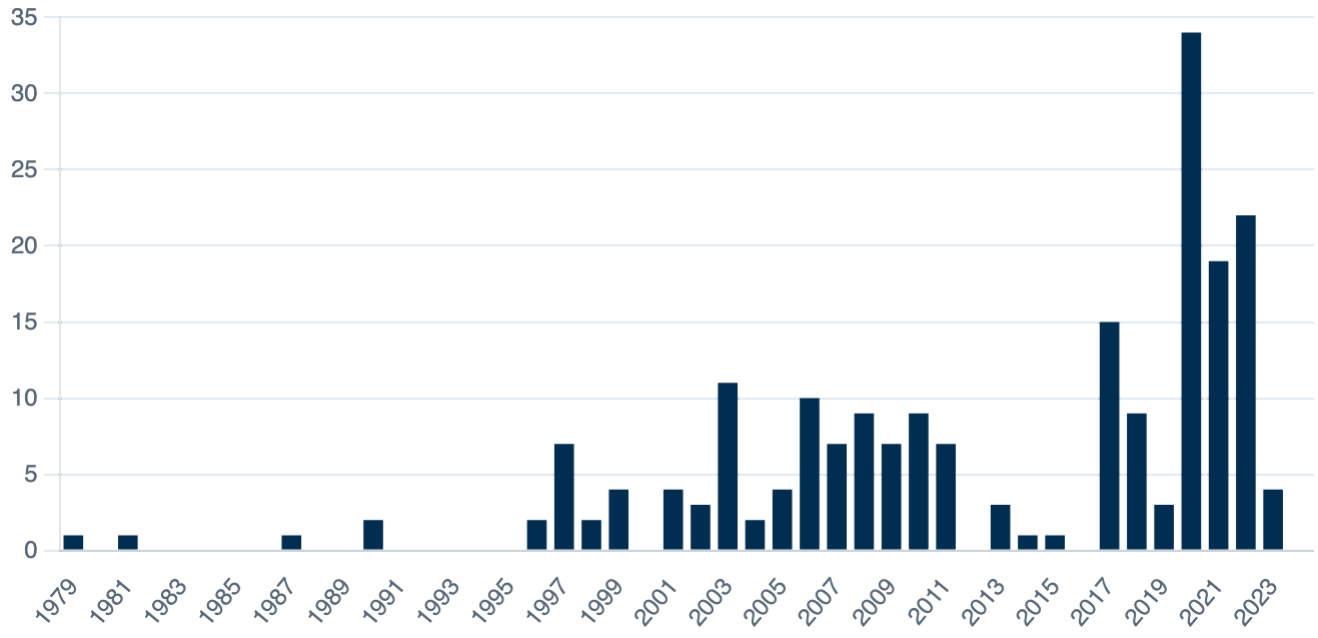
6
of 45 classes used

1979
first trademark filed

106
filed in the last 10 years

A portfolio built over time

International Foodstuffs filed its first South African trademark in 1979 and has filed 204 since; its busiest year was 2020, with 34 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

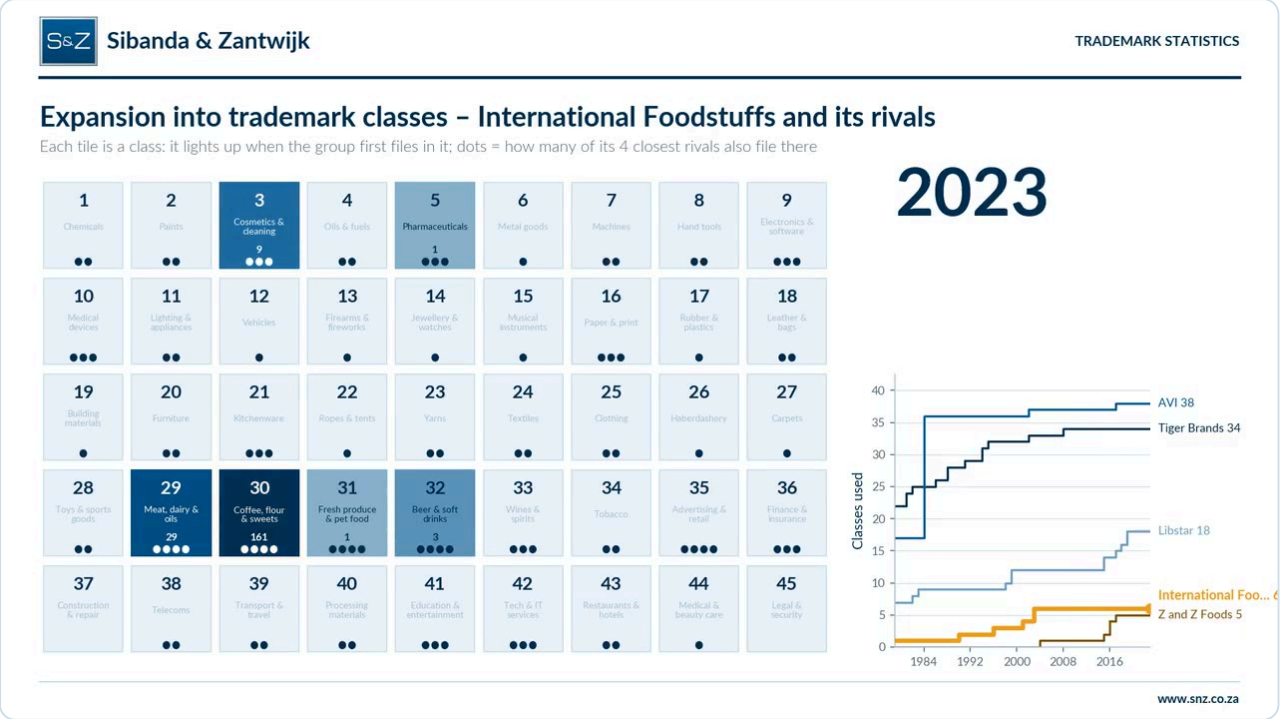
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
International Foodstuffs	196	1979–2023
International Foodstuffs Co A Partnership	15	1990–2010

Where International Foodstuffs expanded its business

Trademark classes show what a business sells. International Foodstuffs' portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), cosmetics & cleaning (class 3). Its most recent moves were into cosmetics & cleaning (2003), fresh produce & pet food (2003), beer & soft drinks (2001).

International Foodstuffs trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/international-foodstuffs-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	161	78.9%	1979
29	Meat, dairy & oils	29	14.2%	1996
3	Cosmetics & cleaning	9	4.4%	2003
32	Beer & soft drinks	3	1.5%	2001
5	Pharmaceuticals	1	0.5%	1990
31	Fresh produce & pet food	1	0.5%	2003

The brands International Foodstuffs protects most

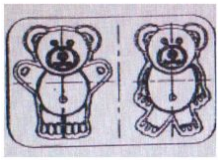
The word marks and logo names International Foodstuffs has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TIFFANY	5	3	1981–2011
2	TIFFANY DEVICE	3	3	2001–2001
3	AMBER	2	2	2002–2002
4	AMBERGLOW	2	2	1990–1990
5	FRITZ	2	2	2006–2006
6	HAYAT	2	2	1997–2003
7	IFFCO INVESTING IN THE FUTURE	2	2	2006–2006
8	NOOR	2	2	1997–2003
9	PRO18	2	2	2020–2020
10	SHAMA	2	2	2011–2011
11	TIFFANY RANCHER's	2	2	2017–2017
12	ALLEGRO	2	1	2005–2011
13	BREEZE	2	1	1979–1999
14	GOLDEN MAIZE	2	1	1997–1997
15	MOSAIC	2	1	1987–1999

Logos filed most often (since 2020)



1 filing · 1 class



1 filing · 1 class



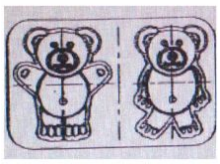
1 filing · 1 class

International Foodstuffs' logos

The 3 different logos International Foodstuffs 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

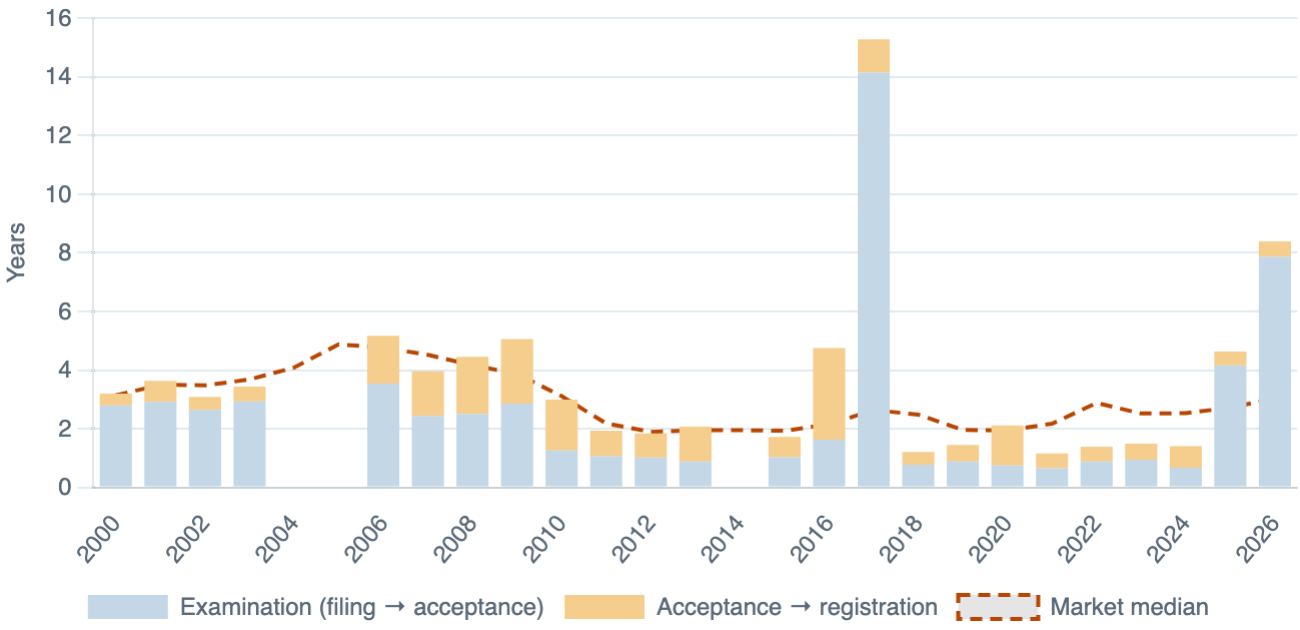


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, International Foodstuffs' marks took a median of **1.7 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

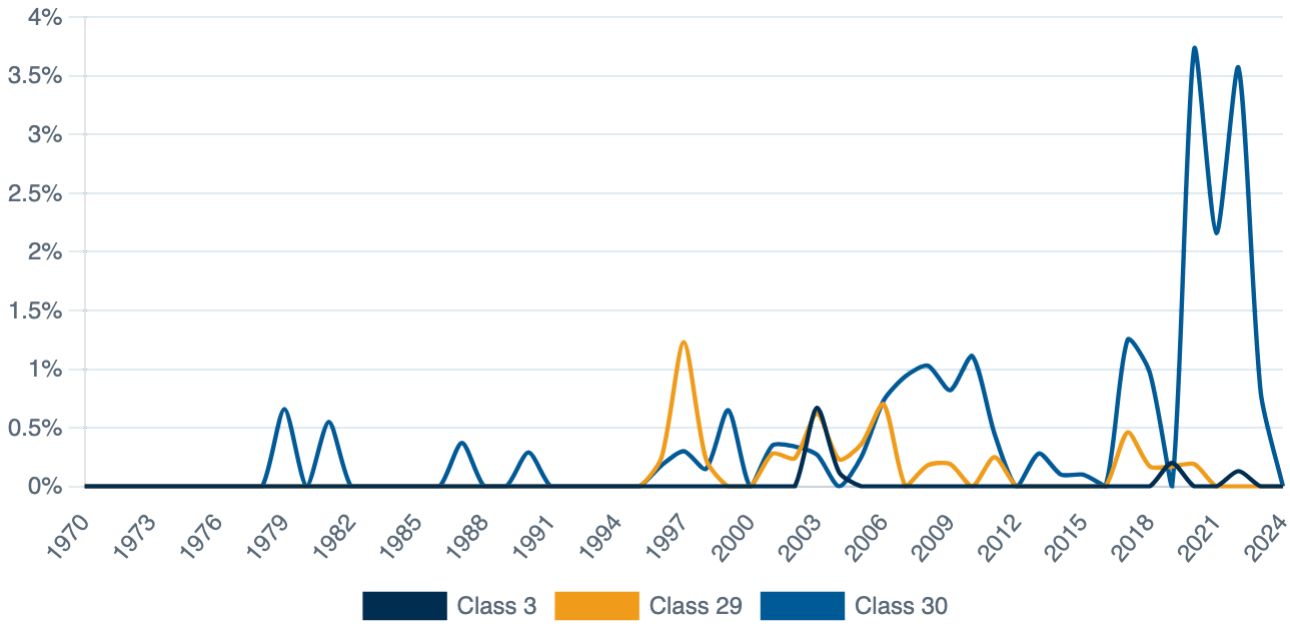


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in International Foodstuffs' classes

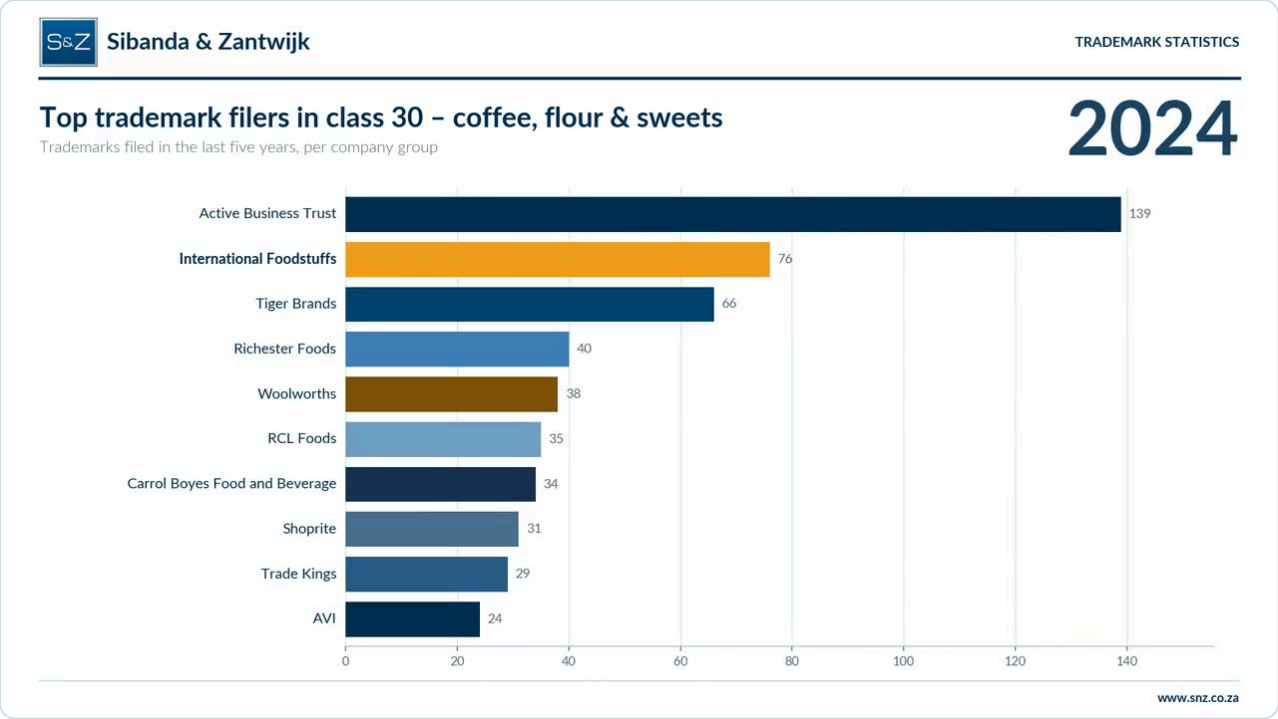
> Ranked by **number of trademarks filed in International Foodstuffs' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows International Foodstuffs' market position, not who is most like it.

In the last five years, International Foodstuffs was **#2** of 1,368 filers in class 30 (coffee, flour & sweets), with 76 of 3,209 trademarks; **#880** of 919 filers in class 29 (meat, dairy & oils), with 1 of 2,013 trademarks; **#1665** of 1,836 filers in class 3 (cosmetics & cleaning), with 1 of 3,958 trademarks.



International Foodstuffs' 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: International Foodstuffs



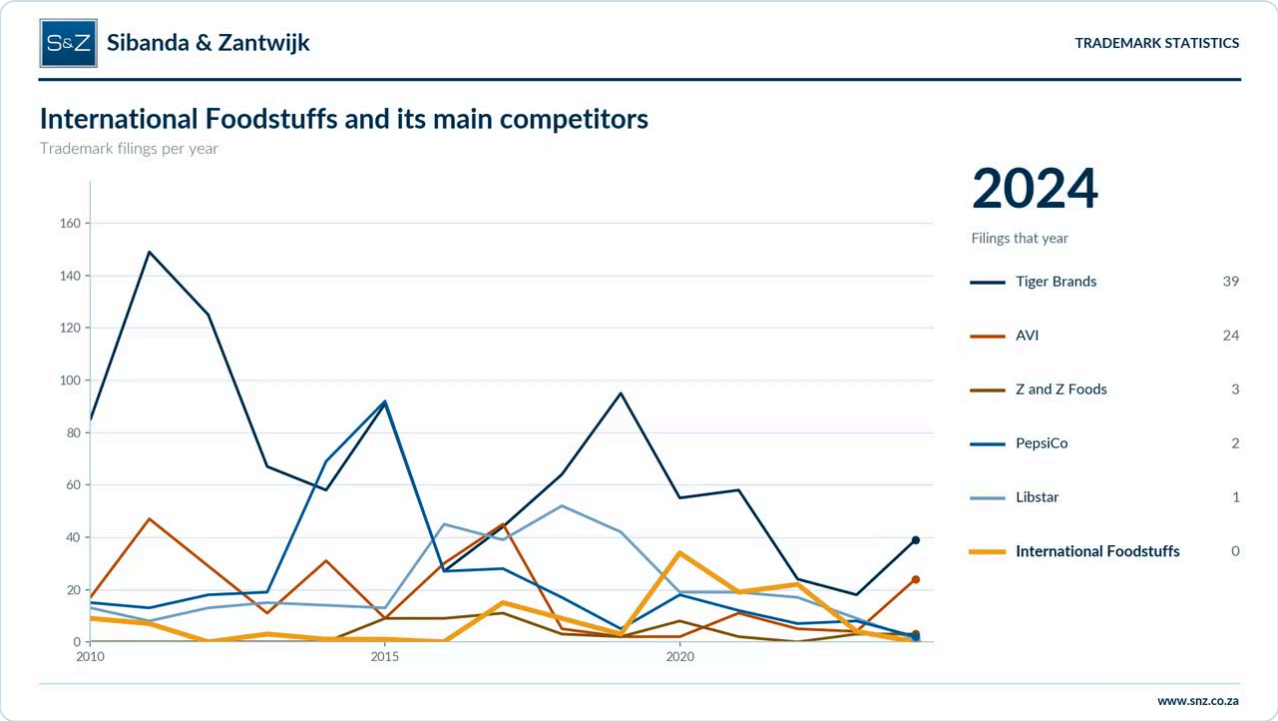
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/international-foodstuffs-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like International Foodstuffs

> Ranked by **how similar their whole trademark portfolio is to International Foodstuffs'** – 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.

International Foodstuffs' closest competitors in South Africa are Tiger Brands, AVI, Libstar and Z and Z Foods.

International Foodstuffs 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/international-foodstuffs-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	100%
2	AVI	Direct competitor	88%
3	Libstar	Direct competitor	85%
4	Z and Z Foods	Direct competitor	82%
5	PepsiCo	Direct competitor	82%
6	Trade Kings	Direct competitor	79%
7	Pioneer Foods	Direct competitor	79%
8	Active Business Trust	Direct competitor	76%
9	RCL Foods	Direct competitor	76%
10	Nestlé	Direct competitor	76%

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

International Foodstuffs – relevant export countries

South Africa exported **US$3.1 billion** of the goods International Foodstuffs' main classes cover in the last year – coffee; chocolate; biscuits; bread (class 30); meat; fish; jams; eggs (class 29); cosmetics; soaps; shampoos; lotions (class 3); energy drinks; fruit juices; syrups; mineral and aerated waters (class 32); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where International Foodstuffs' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$476 m	+4%	National	US$2,388
2	United States of America	74	US$180 m	+0%	National	US$3,425
3	China	70	US$45 m	-7%	National	US$1,224
4	United Kingdom	69	US$59 m	+3%	National	US$1,371
5	Japan	64	US$26 m	-4%	National	US$1,774
6	Russian Federation	59	US$10 m	-1%	National	US$1,915
7	Hong Kong SAR	58	US$18 m	+3%	National	US$1,715
8	Mexico	58	US$12 m	+15%	National	US$3,050
9	Mozambique	57	US$230 m	+7%	ARIPO	US$450
10	Botswana	57	US$277 m	-1%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	57	US$230 m	+7%	ARIPO	US$450 S&Z
2	Botswana	57	US$277 m	-1%	ARIPO	US$450 S&Z
3	Nigeria	56	US$26 m	-4%	National	US$1,015 S&Z
4	Lesotho	55	US$122 m	+2%	National	US$326
5	Zimbabwe	54	US$170 m	+1%	ARIPO	US$450 S&Z
6	OAPI (17 states)	54	US$22 m	+8%	National	US$1,563 S&Z
7	Malawi	53	US$37 m	+18%	ARIPO	US$450 S&Z
8	Eswatini	53	US$112 m	-3%	National	US$446
9	Egypt	52	US$11 m	-1%	National	US$2,278
10	Tunisia	50	US$718 k	+32%	National	US$1,440

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)
TIFFANY	3	US$609	US$1,194
TIFFANY DEVICE	3	US$609	US$1,194
AMBER	2	US$406	US$1,009
AMBERGLOW	2	US$406	US$1,009
FRITZ	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 International Foodstuffs' five most-filed brands: word marks of **other companies** (not International Foodstuffs' 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 TIFFANY (classes 29, 30, 32; searched 2018-04-25 to 2026-11-08)

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

Similar to TIFFANY DEVICE (classes 29, 30, 32; searched 2018-04-25 to 2026-11-08)

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

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

No confusingly similar marks of other companies found.

Similar to AMBERGLOW (classes 5, 30; searched 2018-10-31 to 2026-11-08)

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

Similar to FRITZ (classes 29, 30; 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

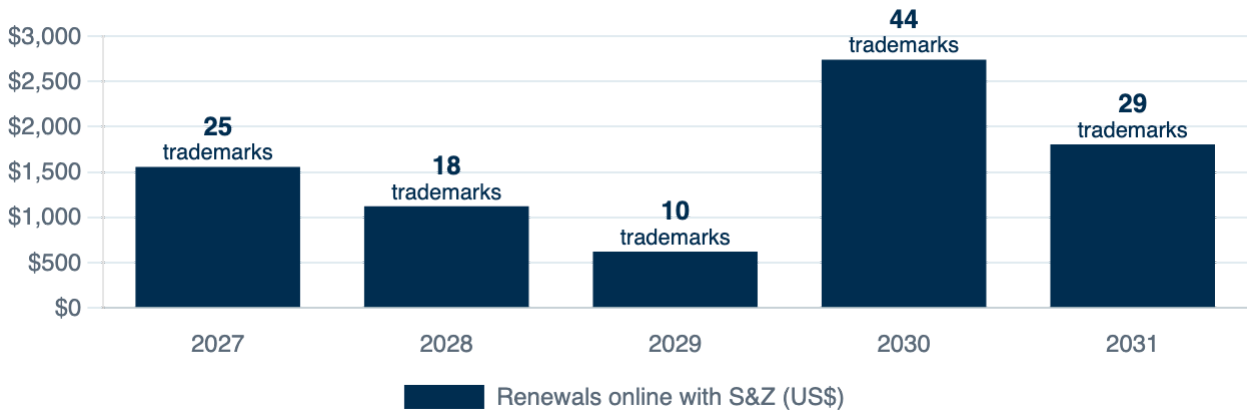
S&Z prices – South African trademarks

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$.

International Foodstuffs' next five years of renewals

126 of International Foodstuffs' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,848** over the five years.



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