KWV – South African trademarks

Updated 8 November 2026

KWV is a South African wine and spirits producer based in Paarl. Its brands include KWV brandies, Roodeberg and Laborie wines and Cruxland gin.

How KWV 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.

#167
largest trademark owner in South Africa (of 121,626)

349
trademarks filed

10
different logos published since 2020

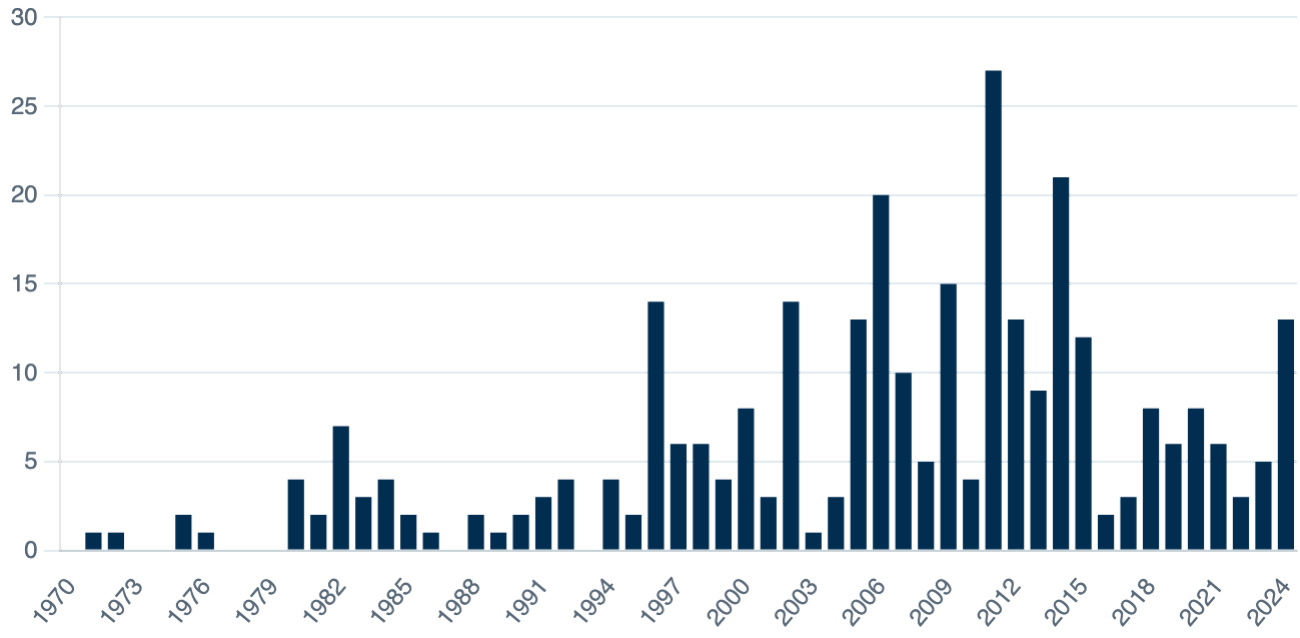
16
of 45 classes used

1928
first trademark filed

54
filed in the last 10 years

A portfolio built over time

KWV filed its first South African trademark in 1928 and has filed 349 since; its busiest year was 2011, with 27 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

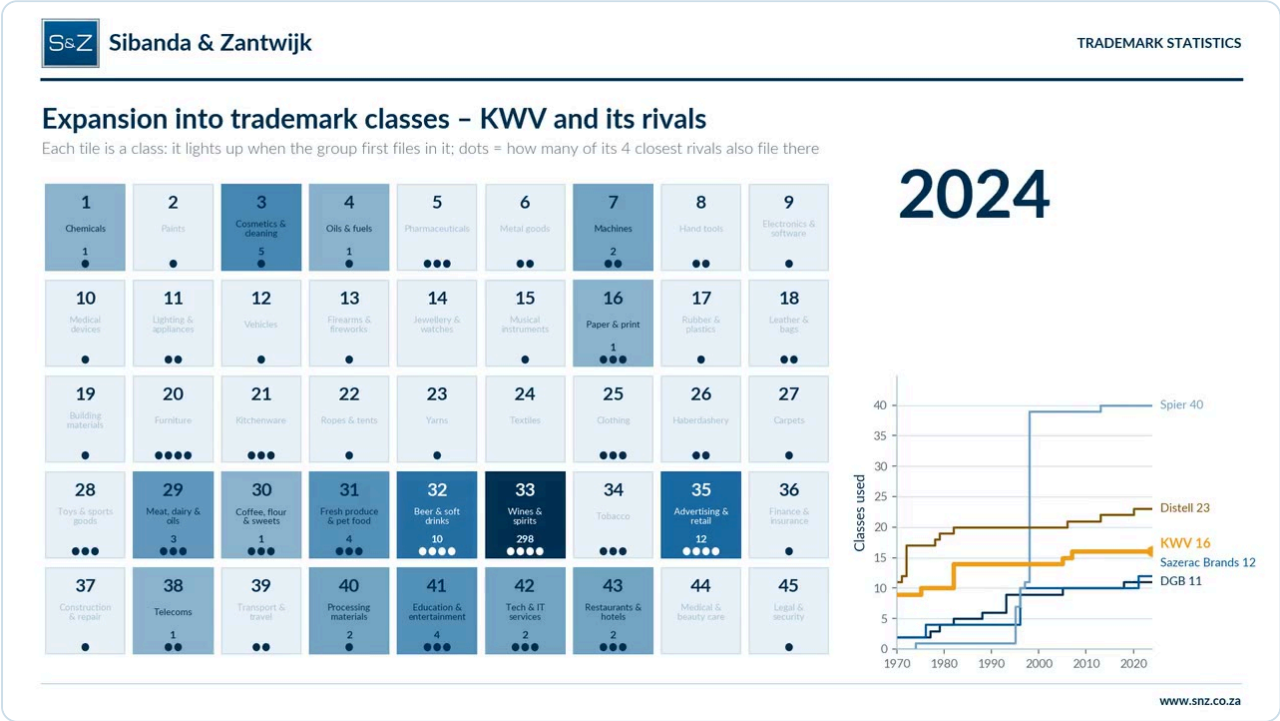
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
KWV	411	1928–2024
Kovacs Investments 427	1	2001–2001

Where KWV expanded its business

Trademark classes show what a business sells. KWV's portfolio is concentrated in wines & spirits (class 33), advertising & retail (class 35), beer & soft drinks (class 32). Its most recent moves were into restaurants & hotels (2007), telecoms (2005), advertising & retail (1982).

KWV trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kwv-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	298	85.4%	1928
35 Advertising & retail	12	3.4%	1982
32 Beer & soft drinks	10	2.9%	1931
3 Cosmetics & cleaning	5	1.4%	1932
31 Fresh produce & pet food	4	1.1%	1931
41 Education & entertainment	4	1.1%	1982
29 Meat, dairy & oils	3	0.9%	1931
7 Machines	2	0.6%	1962

The brands KWV protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	K.W.V.	12	11	1949–1982
2	KWV	9	4	1930–2018
3	K.W.V. THE KEY TO HEALTH	6	5	1931–1950
4	LABORIE LAZY DAYS	4	4	2011–2011
5	KWV - HOUSE OF BRANDY / KWV - HUIS VAN BRANDEWYN	4	2	2002–2002
6	HARVEST AT LABORIE	3	3	2011–2011
7	SENTRALE WYNBOUERS KOOPERATIEF BEPERK	3	3	1992–1992
8	PEARLY BAY	3	1	1996–2007
9	ANNABELLE	2	2	2019–2021
10	HOOPER'S HOOCH	2	2	1996–1996
11	HOUSE OF PIONEERS	2	2	2014–2014
12	KWV 10 ICON	2	2	2005–2005
13	KWV HOB HOUSE OF BRANDY	2	2	2009–2009
14	KWV - THE HOUSE OF CAPE ALAMBIC	2	2	2002–2002
15	LABORIE	2	2	1972–2007

Logos filed most often (since 2020)



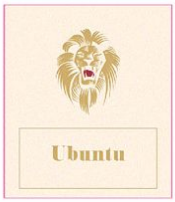
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



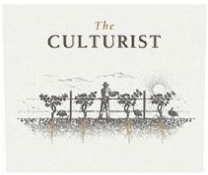
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

KWV's logos

The 10 different logos KWV 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.



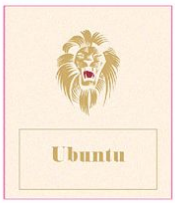
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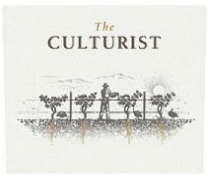
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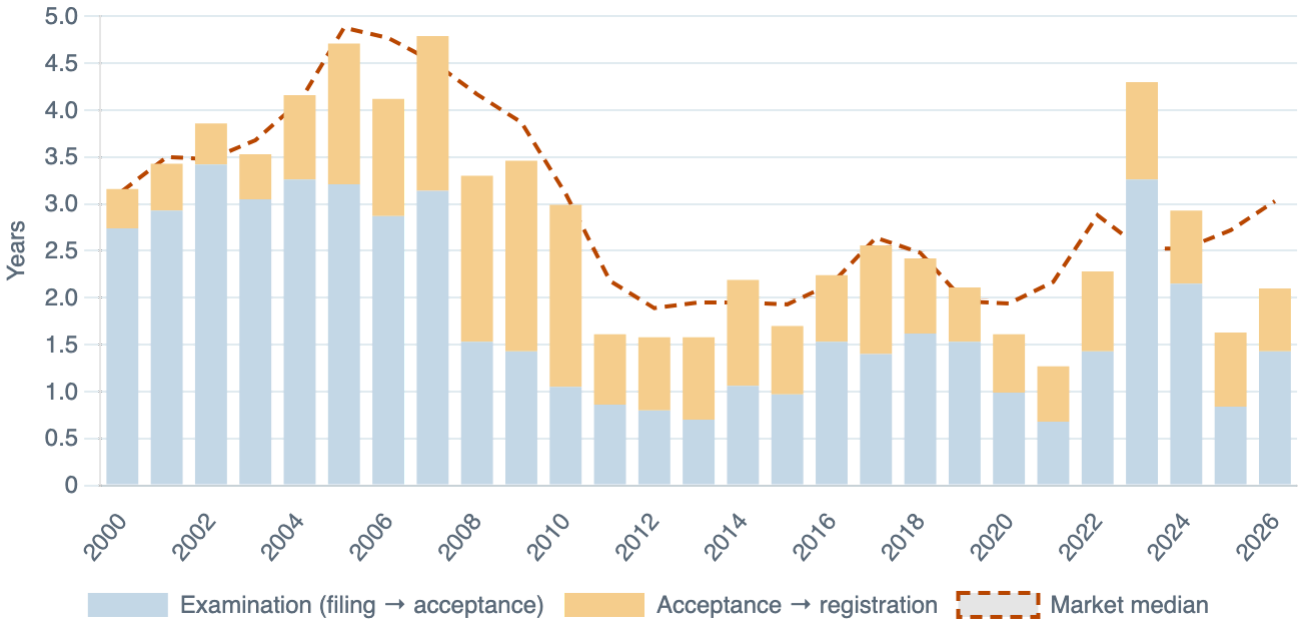


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, KWV'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: 1.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

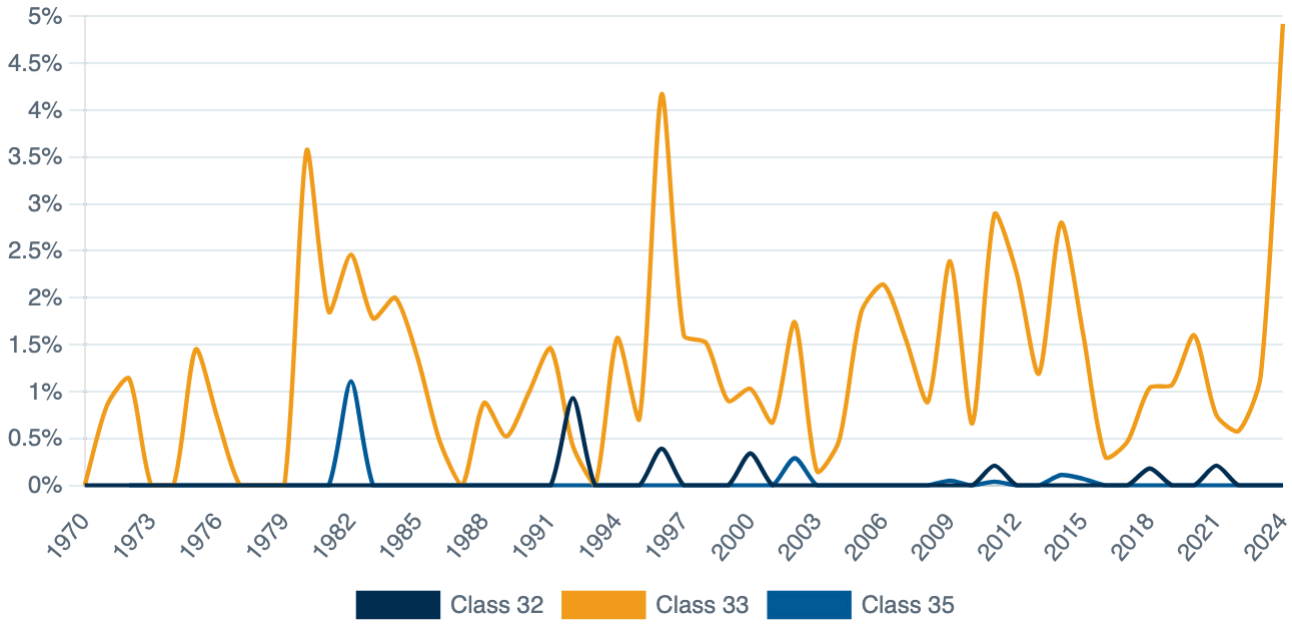


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in KWV's classes

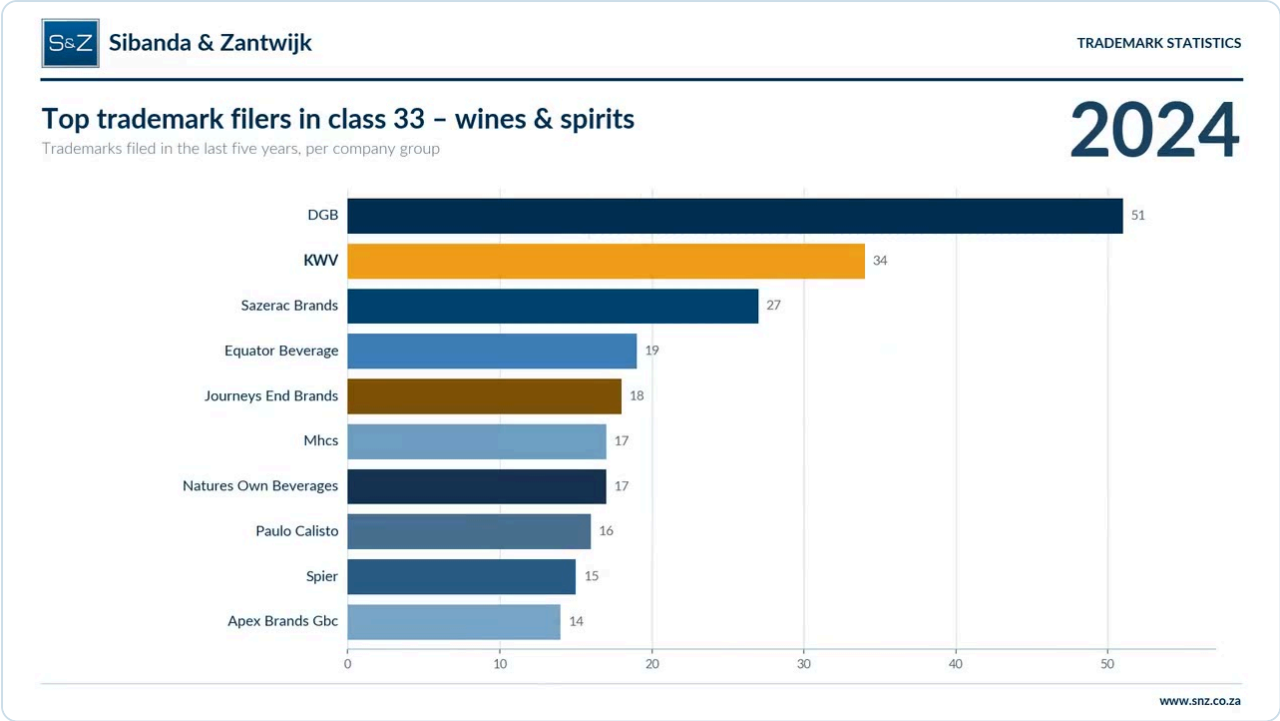
> Ranked by **number of trademarks filed in KWV's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows KWV's market position, not who is most like it.

In the last five years, KWV was #2 of 1,088 filers in class 33 (wines & spirits), with 34 of 2,324 trademarks; #727 of 905 filers in class 32 (beer & soft drinks), with 1 of 1,804 trademarks.



KWV'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: KWV



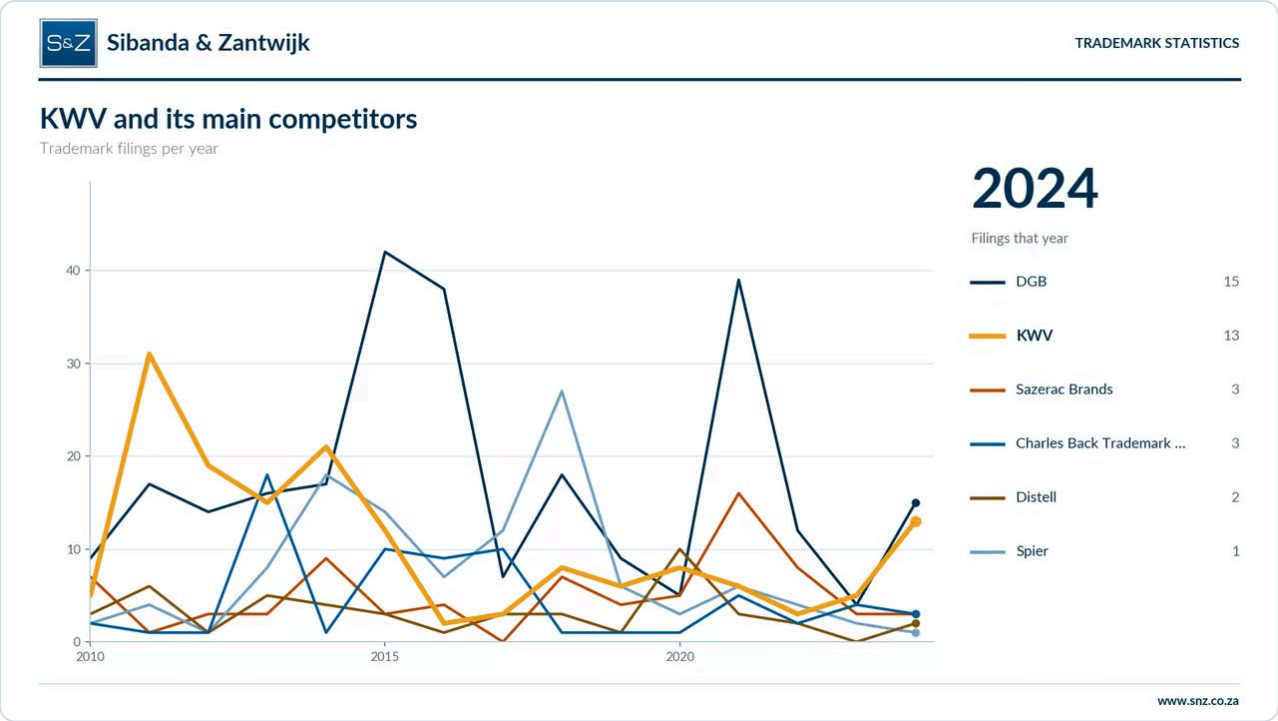
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kwv-south-african-trademarks/class-33-race-video.html

Main competitors – the companies most like KWV

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

KWV's closest competitors in South Africa are DGB, Sazerac Brands, Spier and Distell.

KWV 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/kwv-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	Direct competitor	100%
2	Sazerac Brands	Direct competitor	82%
3	Spier	Direct competitor	76%
4	Distell	Direct competitor	76%
5	Charles Back Trademark Trust	Direct competitor	76%
6	Suntory	Direct competitor	76%
7	Time Being of the Aj and F Charnaud Tru...	Direct competitor	76%
8	Irish Distillers International	Direct competitor	70%
9	Bacardi and	Direct competitor	70%
10	Pernod Ricard	Direct competitor	70%

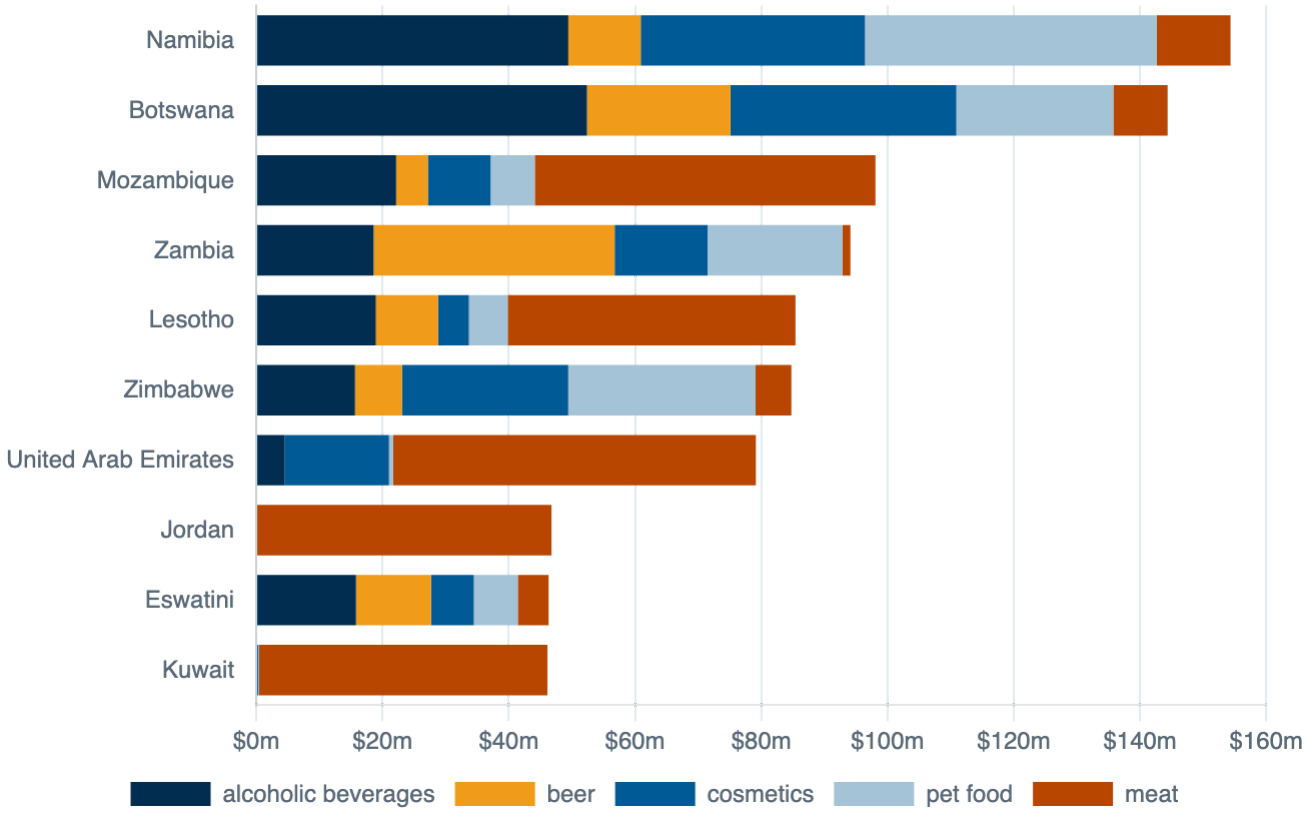
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

KWV – relevant export countries

South Africa exported **US$3.7 billion** of the goods KWV'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); cosmetics; essential oils; perfumes (class 3); pet food; seeds; live cannabis plants (class 31); meat; fish; jams (class 29). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where KWV's trademarks matter most.

Where South Africa exports KWV's top goods

KWV's trademarks most often cover alcoholic beverages, beer, cosmetics, pet food and meat. South Africa's ten largest export markets for these goods took **67%** 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 KWV'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$747 m	+5%	National	US$2,388
2	United States of America	72	US$241 m	+0%	National	US$3,425
3	United Kingdom	71	US$215 m	+5%	National	US$1,371
4	China	70	US$70 m	-9%	National	US$1,224
5	Japan	64	US$56 m	-4%	National	US$1,774
6	Switzerland	59	US$14 m	+2%	National	US$1,660
7	Hong Kong SAR	58	US$19 m	+3%	National	US$1,715
8	Russian Federation	57	US$13 m	+4%	National	US$1,915
9	Philippines	56	US$18 m	-1%	National	US$1,526
10	Nigeria	56	US$28 m	-4%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$28 m	-4%	National	US$1,015 S&Z
2	Mozambique	55	US$197 m	+7%	ARIPO	US$450 S&Z
3	OAPI (17 states)	55	US$23 m	+8%	National	US$1,563 S&Z
4	Lesotho	54	US$130 m	-5%	National	US$326
5	Botswana	54	US$277 m	-1%	ARIPO	US$450 S&Z
6	Zimbabwe	54	US$171 m	+4%	ARIPO	US$450 S&Z
7	Eswatini	52	US$103 m	-5%	National	US$446
8	Malawi	52	US$36 m	-0%	ARIPO	US$450 S&Z
9	Egypt	52	US$13 m	-6%	National	US$2,278
10	Algeria	50	US$476 k	+58%	National	US$1,445

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)
K.W.V.	11	US$2,233	US$2,671
KWV	4	US$812	US$1,378
K.W.V. THE KEY TO HEALTH	5	US$1,015	US$1,563
LABORIE LAZY DAYS	4	US$812	US$1,378
KWV - HOUSE OF BRANDY / KWV - HUIS VAN BRANDEWYN	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 KWV's five most-filed brands: word marks of **other companies** (not KWV'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 K.W.V. (classes 3, 32, 33, 35, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to KWV (classes 3, 31, 33, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to K.W.V. THE KEY TO HEALTH (classes 1, 29, 31, 32, 33; searched 2019-07-31 to 2026-11-08)

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

Similar to LABORIE LAZY DAYS (classes 29, 31, 33, 35; searched 2019-11-27 to 2026-11-08)

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

Similar to KWV - HOUSE OF BRANDY / KWV - HUIS VAN BRANDEWYN (classes 33, 35; searched 2018-03-28 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

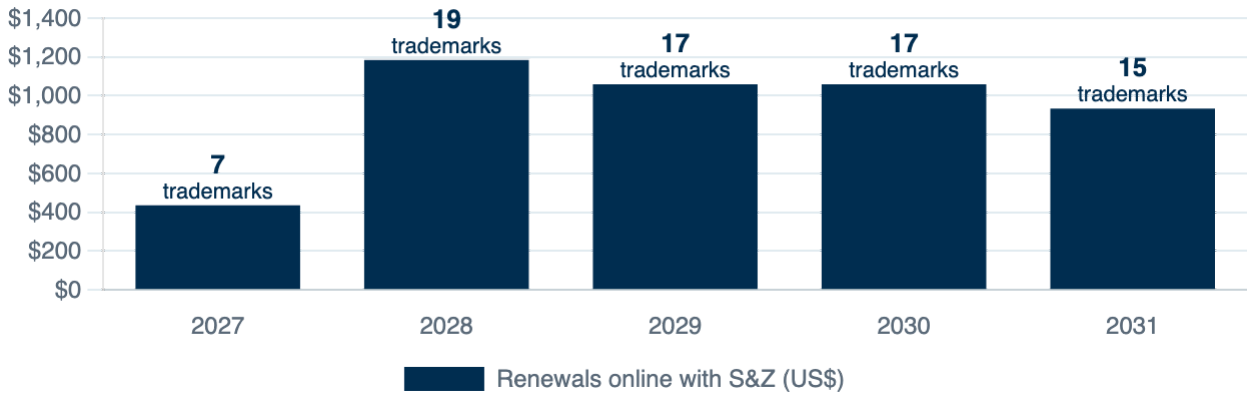
S&Z prices – South African trademarks

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$.

KWV's next five years of renewals

75 of KWV's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,672 over the five years.



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