McCain Foods – South African trademarks

Updated 8 November 2026

McCain Foods is a Canadian food company and the world's largest maker of frozen potato products, such as chips, along with frozen vegetables and snacks.

How McCain Foods 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.

#303
largest trademark owner in South Africa (of 121,626)

195
trademarks filed

5
different logos published since 2020

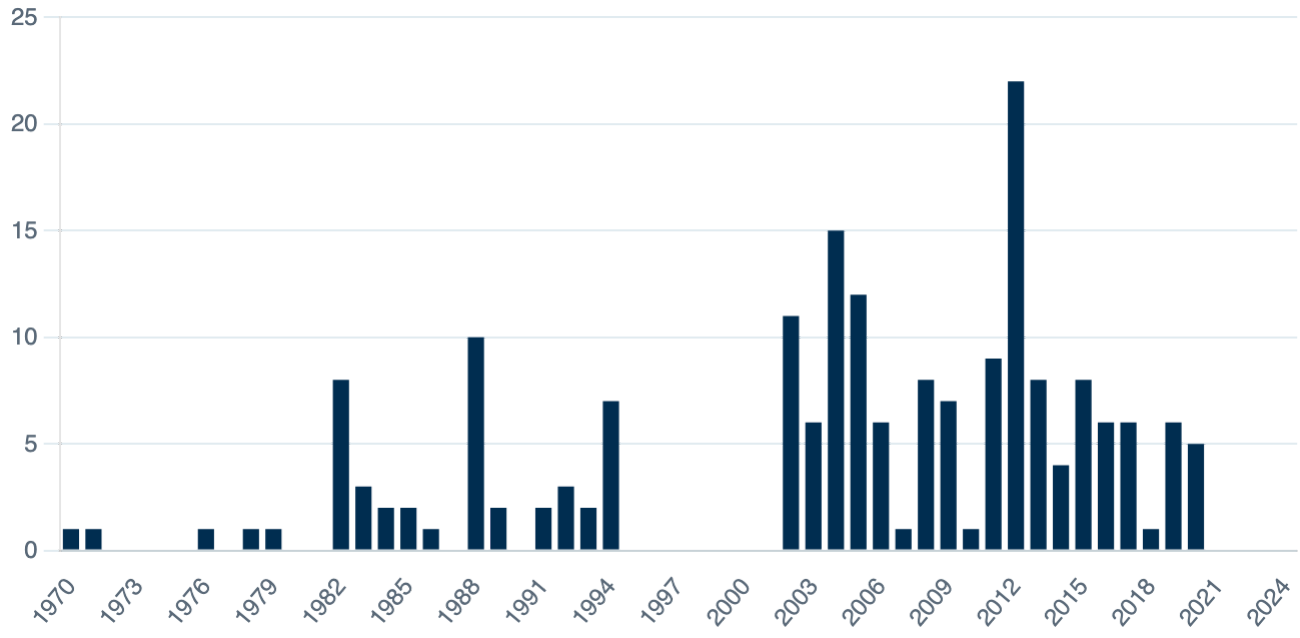
9
of 45 classes used

1955
first trademark filed

24
filed in the last 10 years

A portfolio built over time

McCain Foods filed its first South African trademark in 1955 and has filed 195 since; its busiest year was 2012, with 22 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

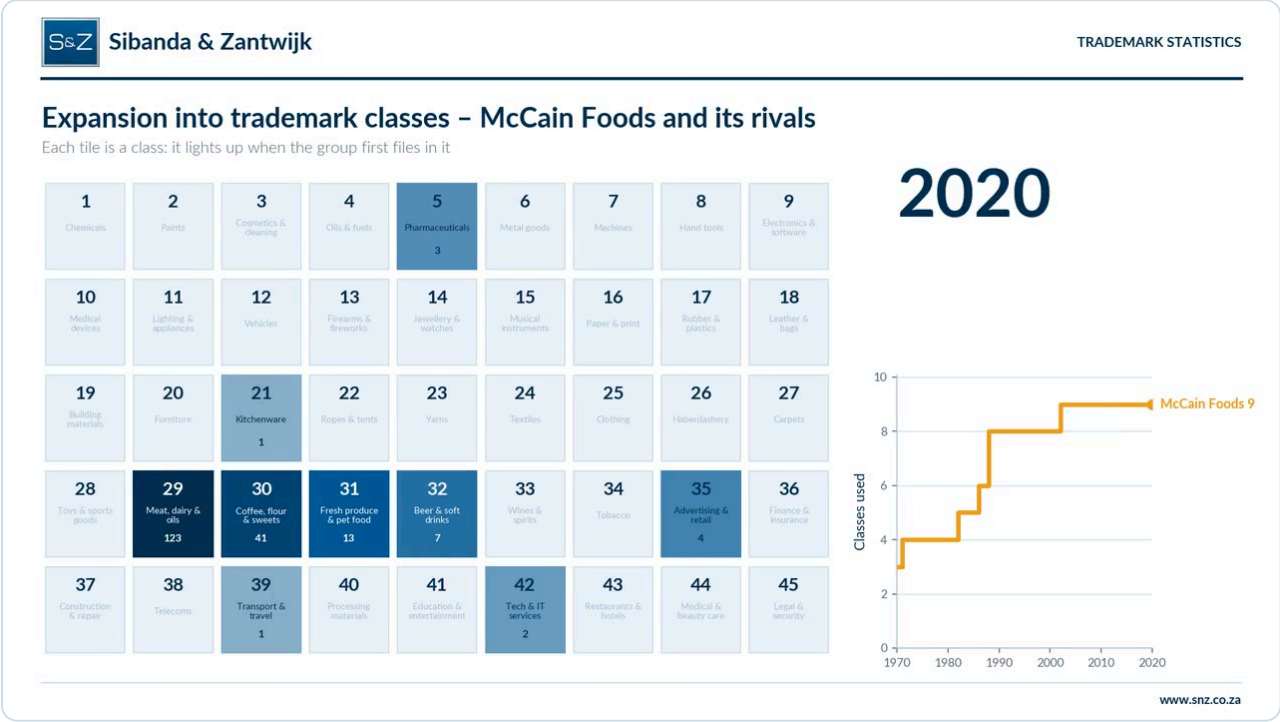
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
McCain Foods	199	1955–2020

Where McCain Foods expanded its business

Trademark classes show what a business sells. McCain Foods' portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), fresh produce & pet food (class 31). Its most recent moves were into kitchenware (2002), advertising & retail (1988), transport & travel (1988).

McCain Foods trademarks: expansion into trademark classes, 1970–2020



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mccain-foods-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
29 Meat, dairy & oils	123	63.1%	1955
30 Coffee, flour & sweets	41	21.0%	1966
31 Fresh produce & pet food	13	6.7%	1971
32 Beer & soft drinks	7	3.6%	1966
35 Advertising & retail	4	2.1%	1988
5 Pharmaceuticals	3	1.5%	1982
42 Tech & IT services	2	1.0%	1986
21 Kitchenware	1	0.5%	2002

The brands McCain Foods protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MCCAIN	21	5	1983–2013
2	HARVESTIME	10	3	1970–2015
3	TABLE TOP	9	4	1955–2004
4	CATERCRAFT	8	8	1988–1988
5	PICK OF THE CROP	6	4	1982–2015
6	GROWERS	3	3	2016–2016
7	MCCAIN IT'S ALL GOOD	3	3	2009–2009
8	TASTES BETTER THAN HAPPY FEELS	3	3	2020–2020
9	CHEF'S SOLUTION	3	2	2006–2012
10	YOUNG & TENDER	3	2	2002–2012
11	ALTERNATIVES WELL BALANCED TASTY SOLUTIONS	2	2	2008–2008
12	CLASSICS CONSISTENTLY GREAT QUALITY	2	2	2008–2008
13	CREATE YOUR OWN DISH	2	2	2006–2006
14	CURLY FRIES	2	2	1993–1993
15	FIRST VEG	2	2	1992–1992

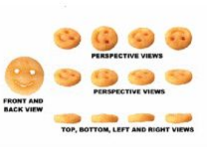
Logos filed most often (since 2020)



3 filings · 3 classes



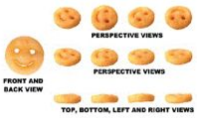
2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

McCain Foods' logos

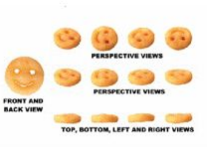
The 5 different logos McCain Foods has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



3 classes



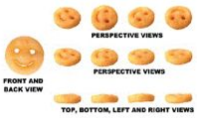
2 classes



2 classes



1 class

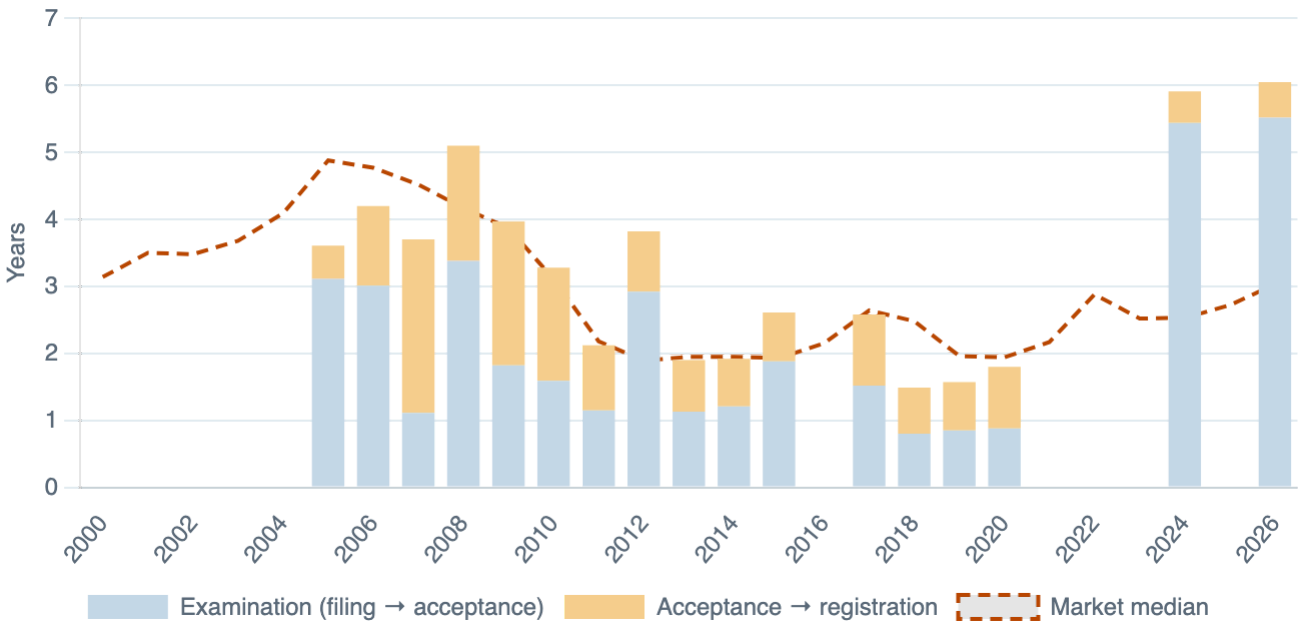


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, McCain Foods' marks took a median of **6.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

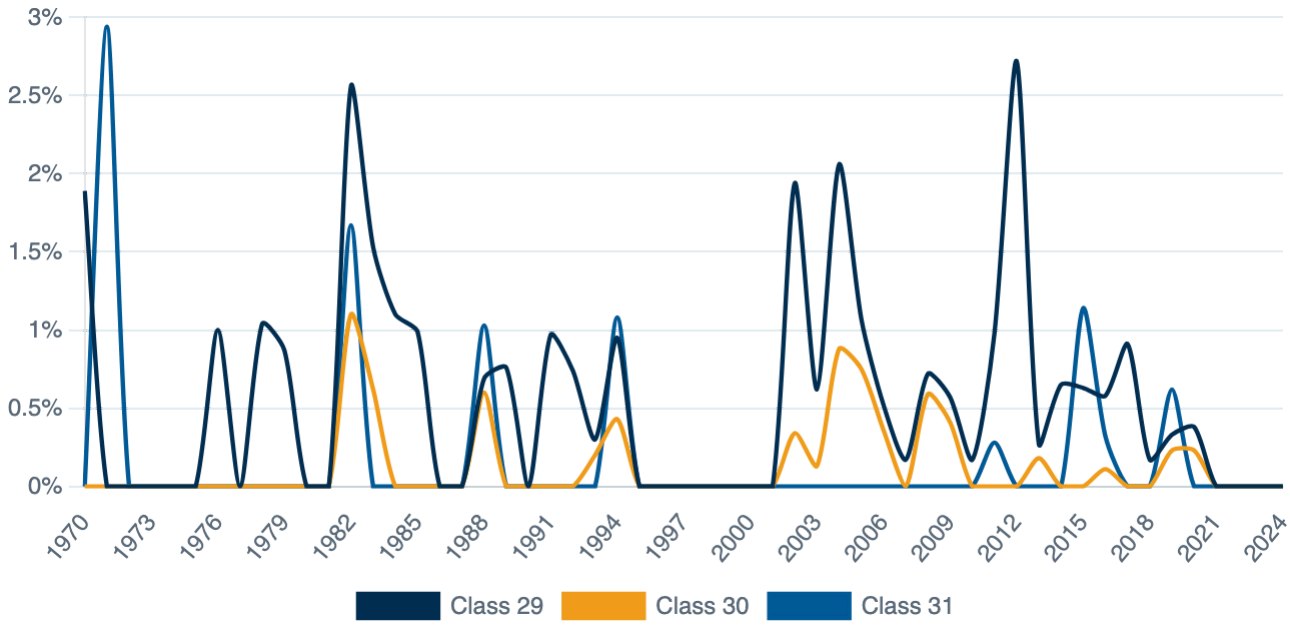


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in McCain Foods' classes

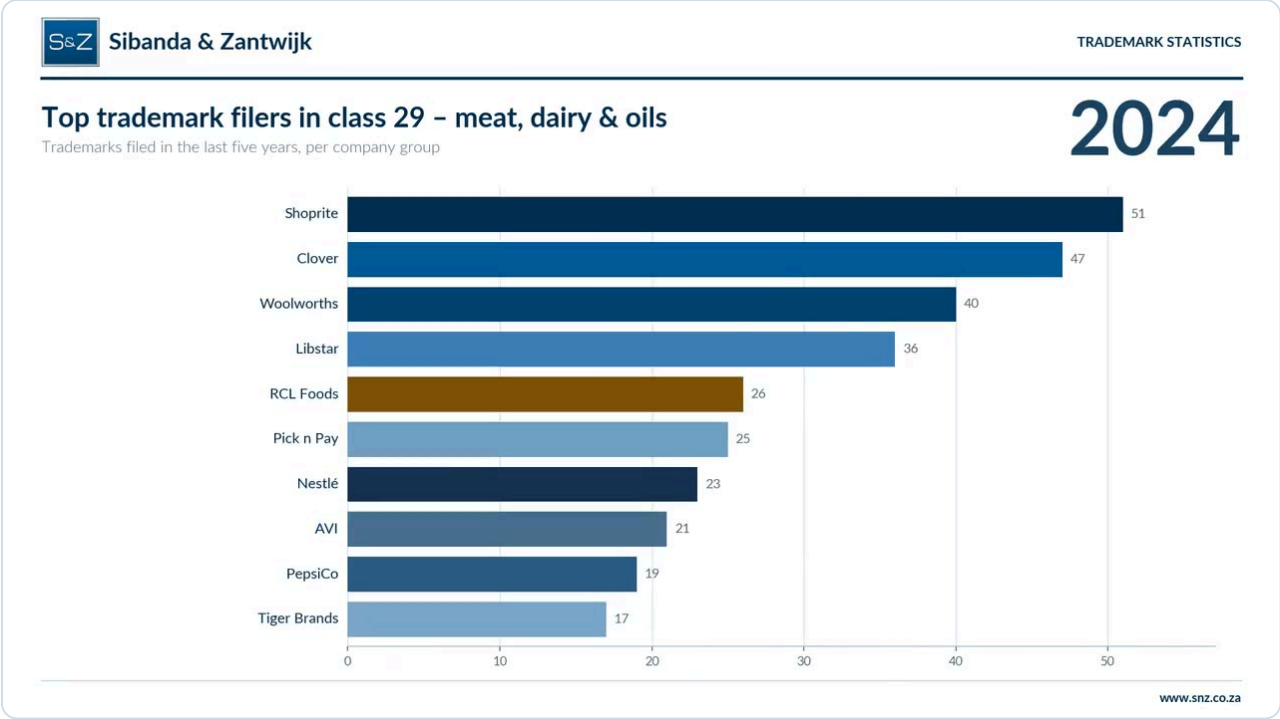
> Ranked by **number of trademarks filed in McCain Foods' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows McCain Foods' market position, not who is most like it.

In the last five years, McCain Foods was **#187** of 919 filers in class 29 (meat, dairy & oils), with 2 of 2,013 trademarks; **#389** of 1,368 filers in class 30 (coffee, flour & sweets), with 2 of 3,209 trademarks.



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

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: McCain Foods

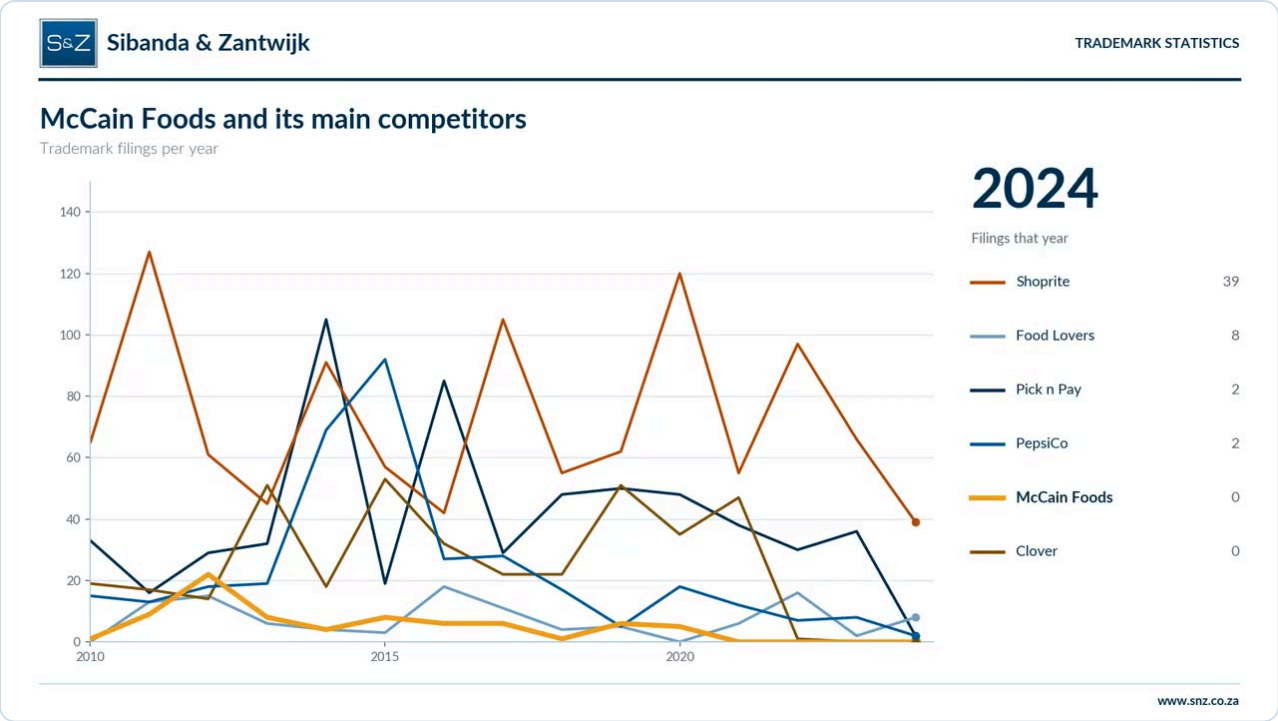


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mccain-foods-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like McCain Foods

> Ranked by **how similar their whole trademark portfolio is to McCain Foods'** – 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.

McCain Foods 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/mccain-foods-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Pick n Pay	–	95%
2	Shoprite	–	90%
3	Food Lovers	–	89%
4	Clover	–	88%
5	PepsiCo	–	85%
6	Nestlé	–	84%
7	Libstar	–	79%
8	Woolworths	–	79%
9	Sparta	–	75%
10	Tiger Brands	–	73%

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

McCain Foods – relevant export countries

South Africa exported **US$10.9 billion** of the goods McCain Foods' main classes cover in the last year – meat; jams; frozen; fish (class 29); coffee; bread; spices; flour (class 30); fresh fruits and vegetables; seeds; grains; natural plants and flowers (class 31); beer; energy drinks; fruit juices; syrups (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 McCain Foods' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$2.7 billion	+3%	National	US$2,388
2	China	71	US$469 m	-6%	National	US$1,224
3	United Kingdom	71	US$832 m	+4%	National	US$1,371
4	United States of America	70	US$457 m	+1%	National	US$3,425
5	Japan	62	US$85 m	-5%	National	US$1,774
6	Switzerland	61	US$59 m	+18%	National	US$1,660
7	Zimbabwe	58	US$842 m	+71%	ARIPO	US$450
8	Philippines	57	US$58 m	+5%	National	US$1,526
9	Hong Kong SAR	57	US$90 m	-0%	National	US$1,715
10	Nigeria	56	US$71 m	-9%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	58	US$842 m	+71%	ARIPO	US$450 S&Z
2	Nigeria	56	US$71 m	-9%	National	US$1,015 S&Z
3	Mozambique	55	US$384 m	+17%	ARIPO	US$450 S&Z
4	OAPI (17 states)	55	US$120 m	+6%	National	US$1,563 S&Z
5	Malawi	54	US$50 m	+41%	ARIPO	US$450 S&Z
6	Lesotho	53	US$295 m	+2%	National	US$326
7	Egypt	53	US$16 m	-2%	National	US$2,278
8	Eswatini	52	US$261 m	-1%	National	US$446
9	Botswana	51	US$577 m	+3%	ARIPO	US$450 S&Z
10	Algeria	51	US$4.6 m	+14%	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)
MCCAIN	5	US$1,015	US$1,563
HARVESTIME	3	US$609	US$1,194
TABLE TOP	4	US$812	US$1,378
CATERCRAFT	8	US$1,624	US$2,117
PICK OF THE CROP	4	US$812	US$1,378

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 McCain Foods' five most-filed brands: word marks of **other companies** (not McCain Foods' 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 MCCAIN (classes 29, 30, 31, 32, 35; searched 2018-02-28 to 2026-11-08)

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

Similar to HARVESTIME (classes 29, 30, 31; searched 2018-09-26 to 2026-11-08)

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

Similar to TABLE TOP (classes 29, 30, 32, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to CATERCRAFT (classes 5, 29, 30, 31, 32, 35, 39, 42; searched 2019-04-24 to 2026-11-08)

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

Similar to PICK OF THE CROP (classes 5, 29, 30, 31; searched 2018-02-28 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

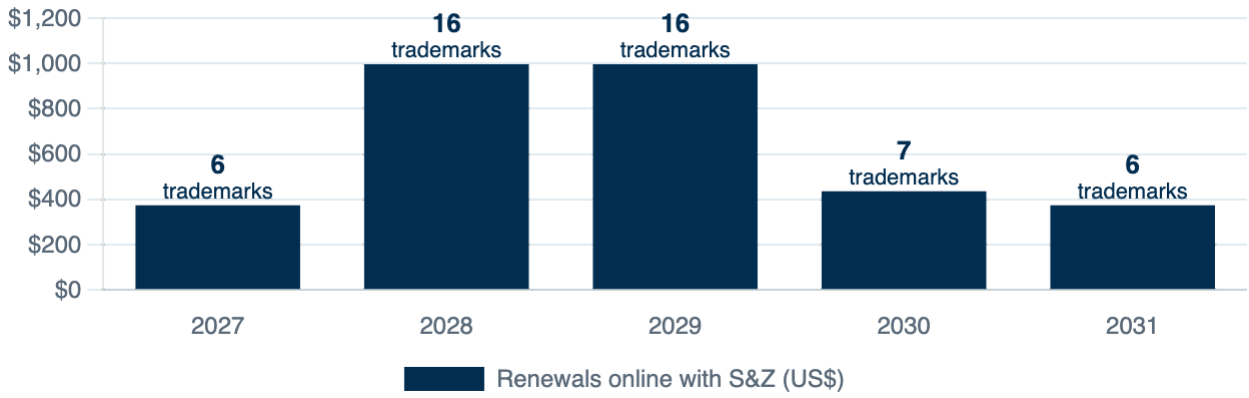
S&Z prices – South African trademarks

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$.

McCain Foods' next five years of renewals

51 of McCain Foods' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,178** over the five years.



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