Nando's – South African trademarks

Updated 8 November 2026

Nando's is a South African-born restaurant chain known for its flame-grilled peri-peri chicken. It has restaurants in more than 20 countries, and its peri-peri sauces are sold in supermarkets.

How Nando's 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.

#214
largest trademark owner in South Africa (of 121,626)

279
trademarks filed

7
different logos published since 2020

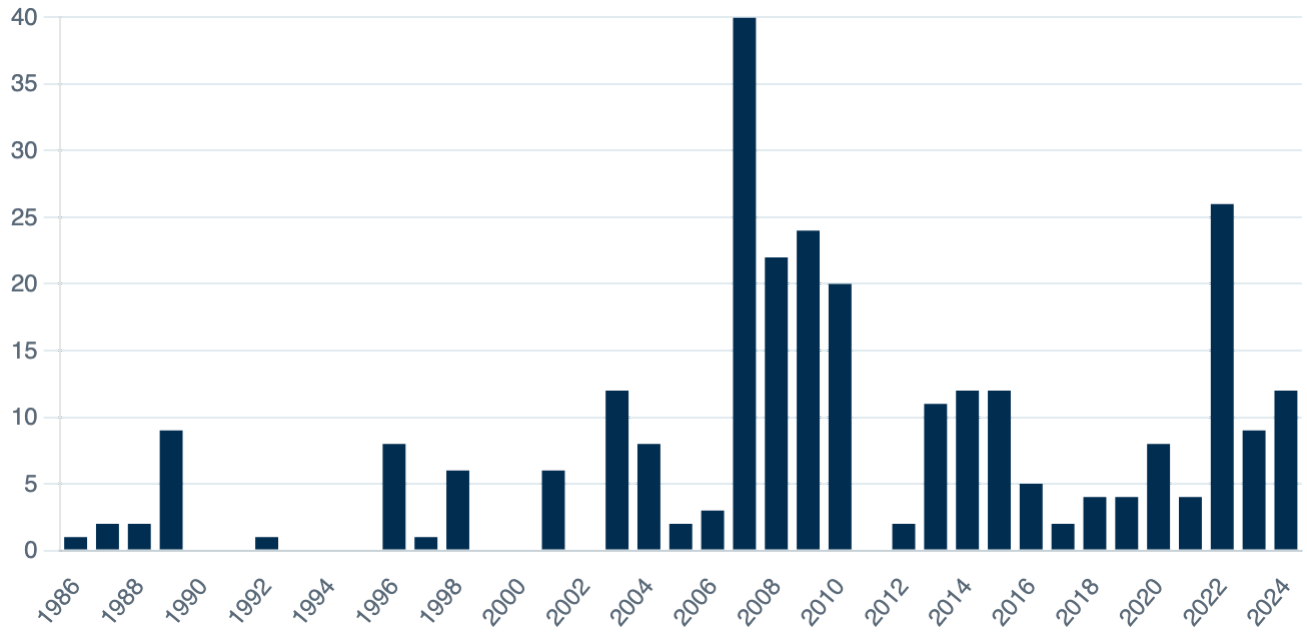
19
of 45 classes used

1986
first trademark filed

75
filed in the last 10 years

A portfolio built over time

Nando's filed its first South African trademark in 1986 and has filed 279 since; its busiest year was 2007, with 40 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

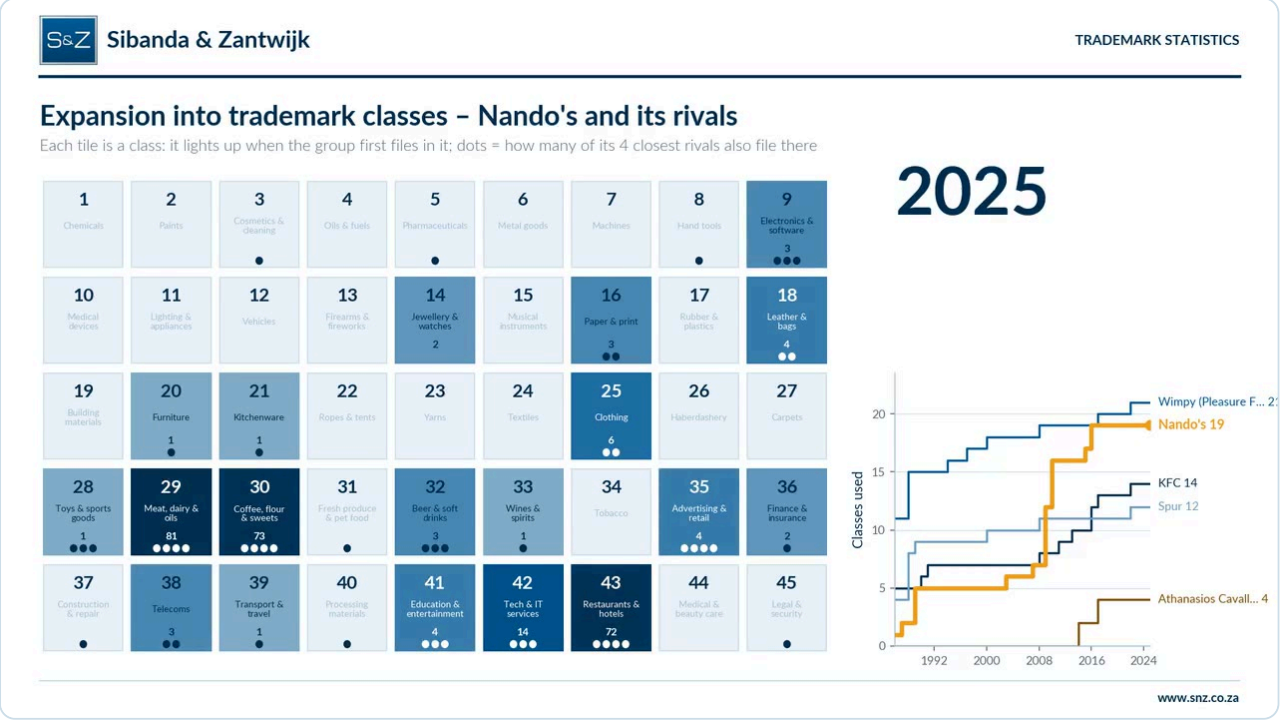
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nando's	237	2001–2025
Nando S Brand	42	1986–2020
Nandos African	10	2013–2013
Nandos	3	2009–2010
Nandos International	2	2010–2013

Where Nando's expanded its business

Trademark classes show what a business sells. Nando's' portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), restaurants & hotels (class 43). Its most recent moves were into transport & travel (2016), electronics & software (2016), advertising & retail (2015).

Nando's trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nandos-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	81	29.0%	1989
30 Coffee, flour & sweets	73	26.2%	1987
43 Restaurants & hotels	72	25.8%	2003
42 Tech & IT services	14	5.0%	1986
25 Clothing	6	2.2%	1989
18 Leather & bags	4	1.4%	2010
35 Advertising & retail	4	1.4%	2015
41 Education & entertainment	4	1.4%	2009

The brands Nando's protects most

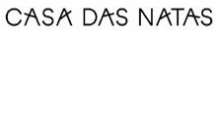
The word marks and logo names Nando's has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	NANDO'S	32	11	1989–2022
2	MALARIA WARRIOR	8	4	2009–2009
3	STUDIO SOUTH	6	6	2010–2010
4	CHILLI	4	4	2007–2007
5	NANDO'S PERI DELI	4	3	2008–2008
6	CASA DAS NATAS	4	2	2021–2021
7	BAKELAND	3	3	1998–1998
8	BEAUTIFUL CHICKEN (THE)	3	3	2006–2006
9	BREAD & THINGS BAKERY (THE)	3	3	1998–1998
10	CHOOSE YOUR HEAT BEFORE YOU EAT	3	3	2007–2007
11	EXPERI-PERIENCE	3	3	2007–2007
12	EXTRA HOT HOT MILD LEMON & HERB	3	3	2014–2014
13	EXTRA HOT HOT MILD LEMON & HERB OR MANGO & TIME CHURRASCO BBQ OR PLAIN...ISH	3	3	2014–2014
14	EXTRA HOT PERI-PERI HOT PERI-PERI MILD PERI-PERI LEMON & HERB	3	3	2001–2001
15	FIRE DROPS	3	3	2022–2022

Logos filed most often (since 2020)



6 filings · 3 classes



4 filings · 2 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class

Nando's' logos

The 7 different logos Nando's 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



3 classes



3 classes



3 classes



2 classes



2 classes

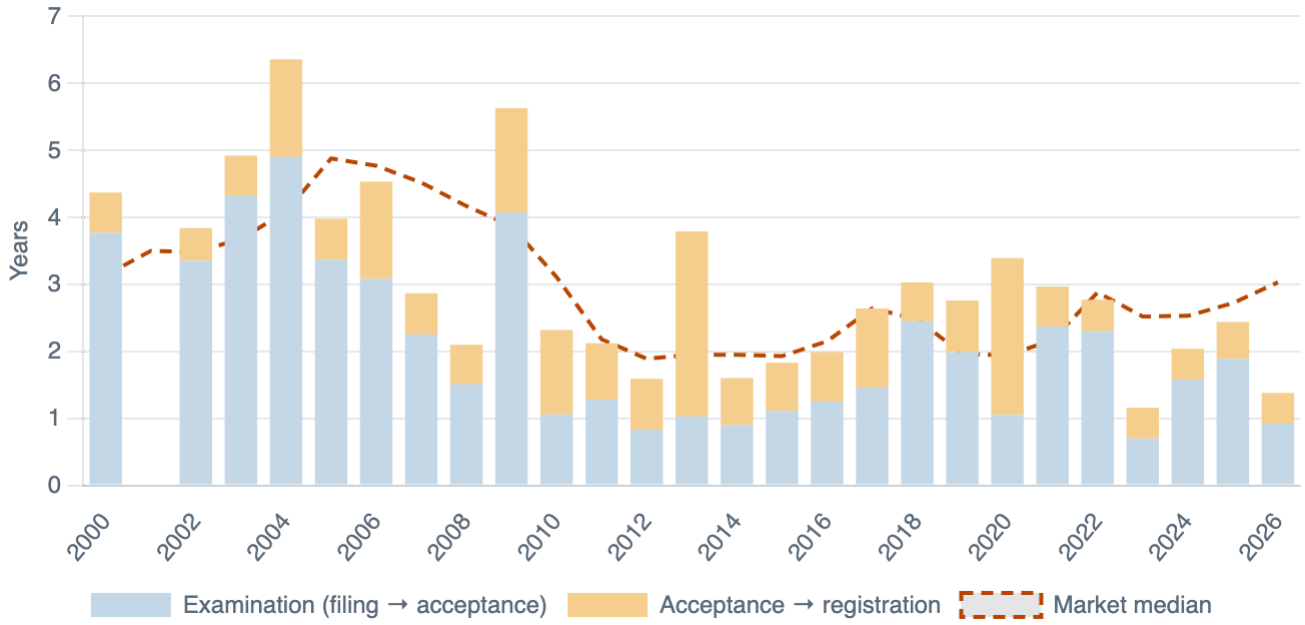


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Nando's' marks took a median of **2.5 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

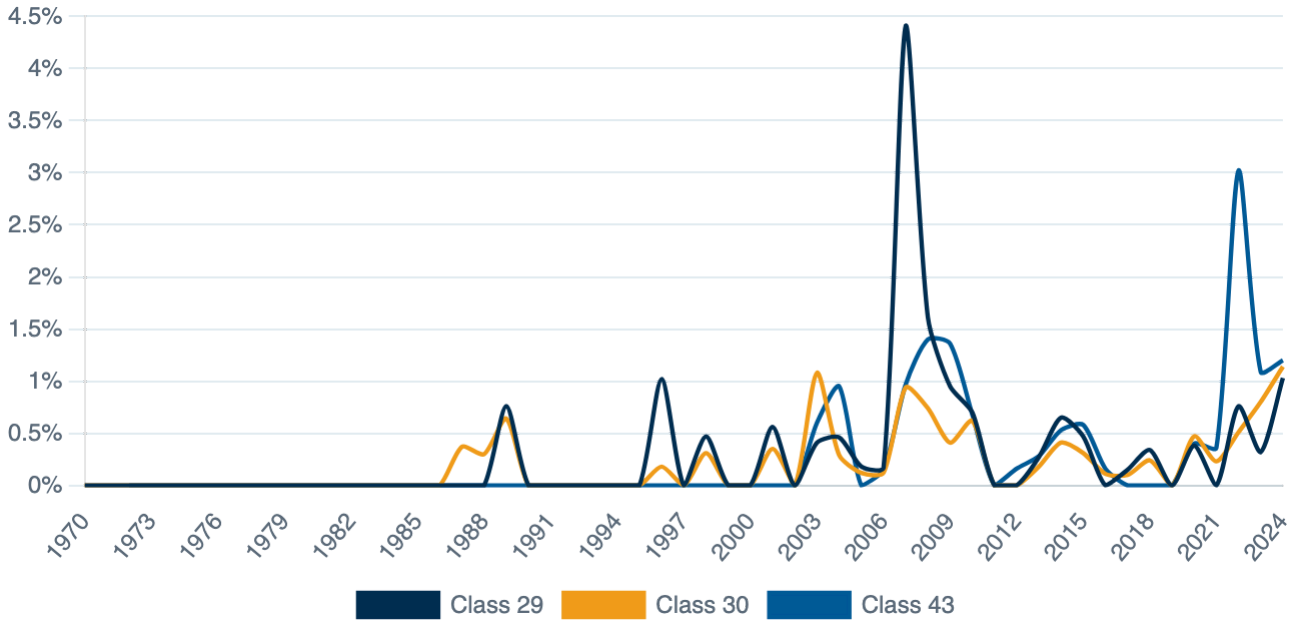


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nando's' classes

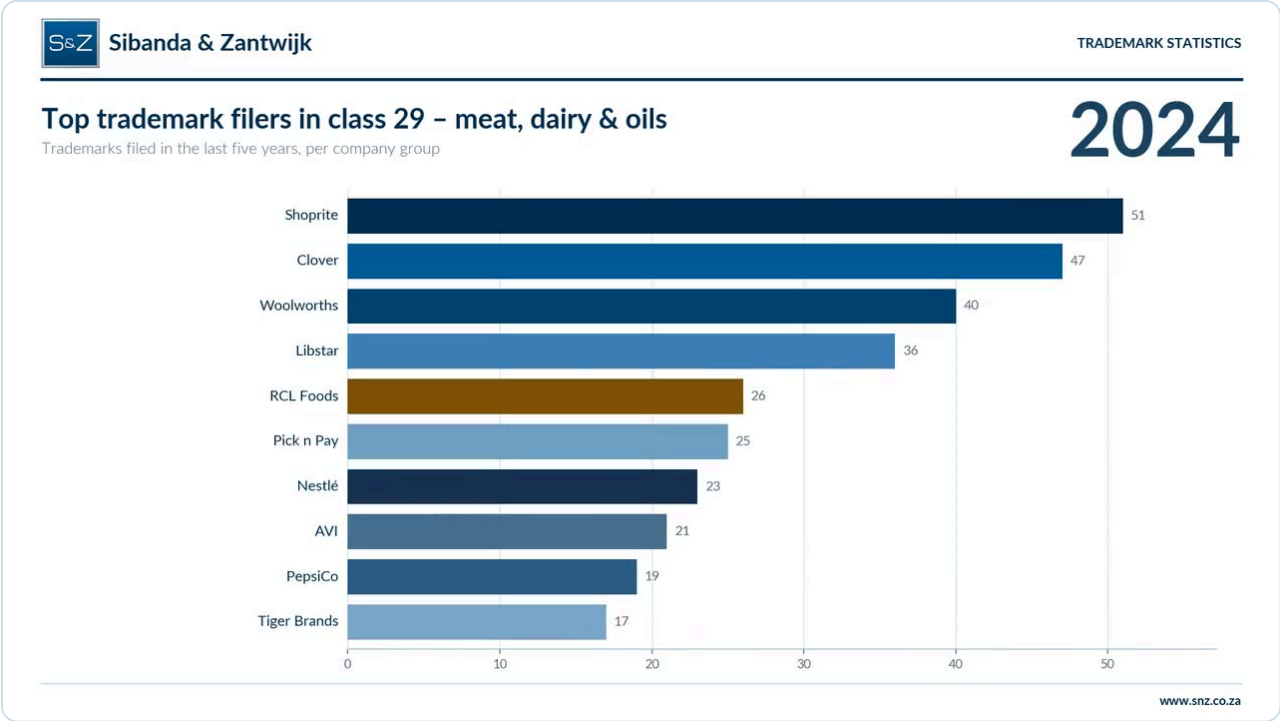
> Ranked by **number of trademarks filed in Nando's' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nando's' market position, not who is most like it.

In the last five years, Nando's was **#27** of 919 filers in class 29 (meat, dairy & oils), with 9 of 2,013 trademarks; **#15** of 1,368 filers in class 30 (coffee, flour & sweets), with 18 of 3,209 trademarks; **#1** of 1,259 filers in class 43 (restaurants & hotels), with 28 of 2,216 trademarks.



Nando's' 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: Nando's



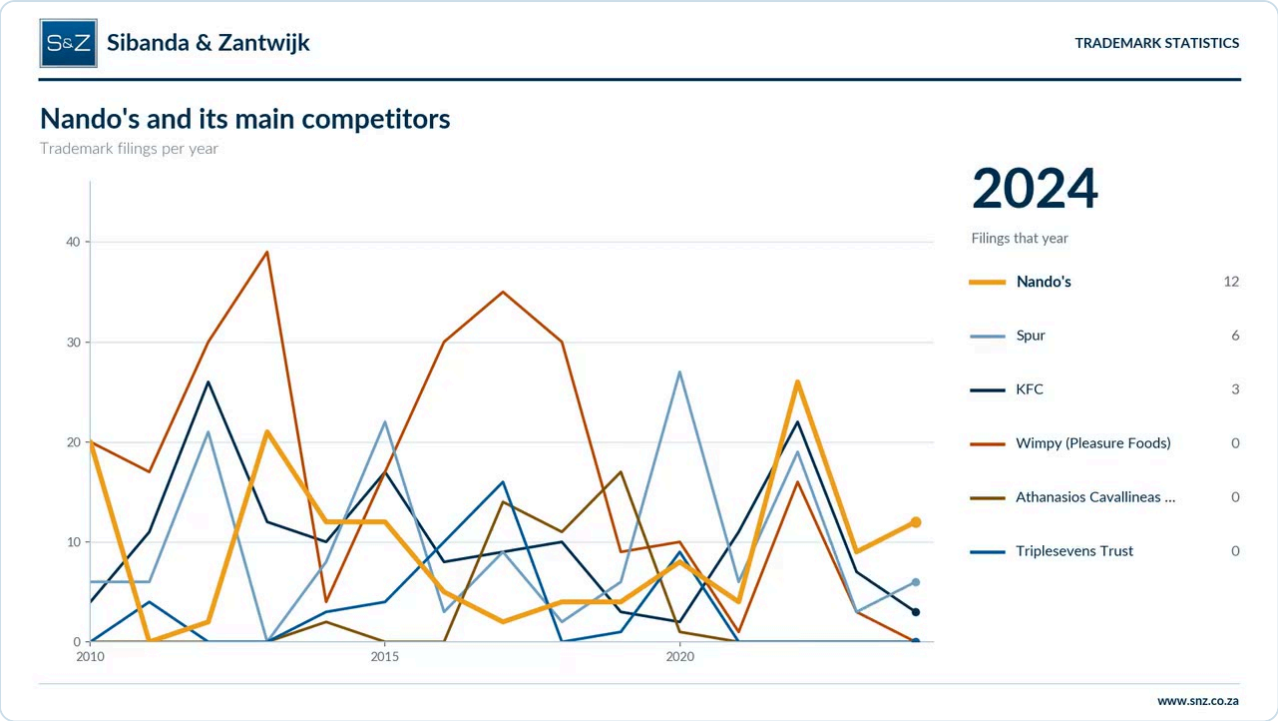
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nandos-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Nando's

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

Nando's' closest competitors in South Africa are KFC, Wimpy (Pleasure Foods), Spur and Athanasios Cavallineas A South African ....

Nando's 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/nandos-south-african-trademarks/competitors-video.html

Trademark filings per year: Nando's (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	KFC	Direct competitor	75%
2	Wimpy (Pleasure Foods)	Direct competitor	73%
3	Spur	Direct competitor	73%
4	Athanasios Cavallineas A South African ...	Direct competitor	73%
5	Triplesevens Trust	Direct competitor	70%
6	Gastronomie Investment	Direct competitor	70%
7	Active Business Trust	Related field	71%
8	Woolworths	Retailer's own brands	75%
9	Shoprite	Retailer's own brands	73%
10	Food Lovers	Retailer's own brands	73%

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

Nando's – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	83	US$242 m	+2%	National	US$2,123
2	United States of America	73	US$81 m	-7%	National	US$2,750
3	United Kingdom	69	US$26 m	+1%	National	US$1,192
4	Japan	64	US$6.7 m	-2%	National	US$1,481
5	Hong Kong SAR	60	US$16 m	+4%	National	US$1,412
6	Switzerland	59	US$5.3 m	-3%	National	US$1,390
7	Mexico	57	US$151 k	+10%	National	US$2,440
8	Singapore	57	US$6.5 m	-5%	National	US$1,725
9	Mozambique	57	US$94 m	-0%	ARIPO	US$397
10	Botswana	56	US$106 m	+4%	ARIPO	US$397

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Mozambique	57	US$94 m	-0%	ARIPO	US$397 S&Z
2	Botswana	56	US$106 m	+4%	ARIPO	US$397 S&Z
3	Nigeria	56	US$3.7 m	-9%	National	US$812 S&Z
4	Zimbabwe	54	US$46 m	+26%	ARIPO	US$397 S&Z
5	OAPI (17 states)	54	US$4.8 m	+10%	National	US$1,378 S&Z
6	Egypt	53	US$12 m	-8%	National	US$1,835
7	Malawi	50	US$6.3 m	+13%	ARIPO	US$397 S&Z
8	Dem. Rep. of the Congo	46	US$14 m	-2%	National	US$1,650
9	Namibia	44	US$112 m	-3%	ARIPO	US$397 S&Z
10	Liberia	44	US$50 k	+13%	ARIPO	US$397 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 4 classes; ARIPO costs are per country, plus US$290 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)
NANDO'S	11	US$2,233	US$2,671
MALARIA WARRIOR	4	US$812	US$1,378
STUDIO SOUTH	6	US$1,218	US$1,748
CHILLI	4	US$812	US$1,378
NANDO'S PERI DELI	3	US$609	US$1,194

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 Nando's' five most-filed brands: word marks of **other companies** (not Nando'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 NANDO'S (classes 25, 29, 30, 42, 43; searched 2019-09-25 to 2026-11-08)

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

Similar to MALARIA WARRIOR (classes 14, 16, 25, 43; searched 2018-06-27 to 2026-11-08)

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

Similar to STUDIO SOUTH (classes 16, 18, 20, 21, 25, 28; searched 2018-11-28 to 2026-11-08)

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

Similar to CHILLI (classes 29, 30, 38, 43; searched 2018-02-28 to 2026-11-08)

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

Similar to NANDO'S PERI DELI (classes 29, 30, 43; searched 2019-04-24 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

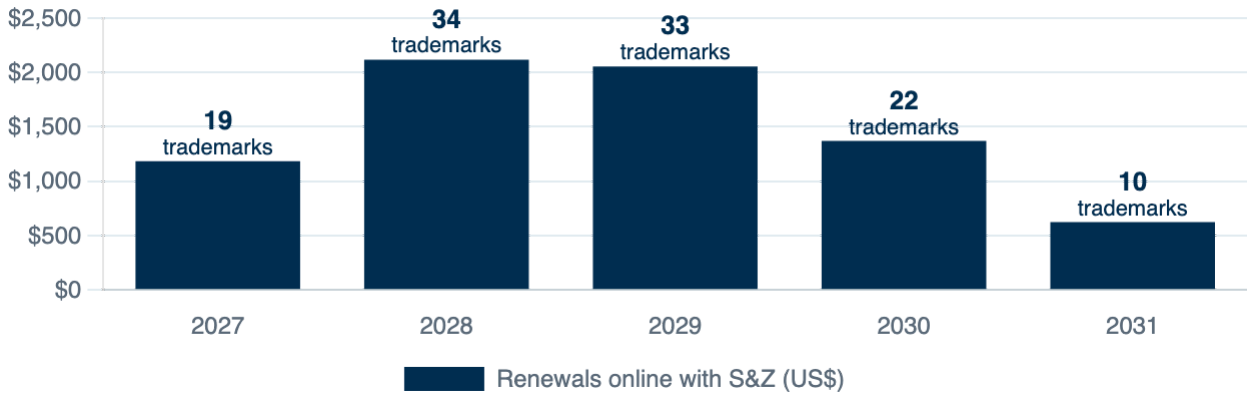
S&Z prices – South African trademarks

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$.

Nando's' next five years of renewals

118 of Nando's' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,351** over the five years.



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