Pernod Ricard – South African trademarks

Updated 8 November 2026

Pernod Ricard is a French wine and spirits group. Its brands include Absolut, Jameson, Chivas Regal, Ballantine's, Beefeater and Mumm.

How Pernod Ricard 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.

#284
largest trademark owner in South Africa (of 121,626)

210
trademarks filed

9
different logos published since 2020

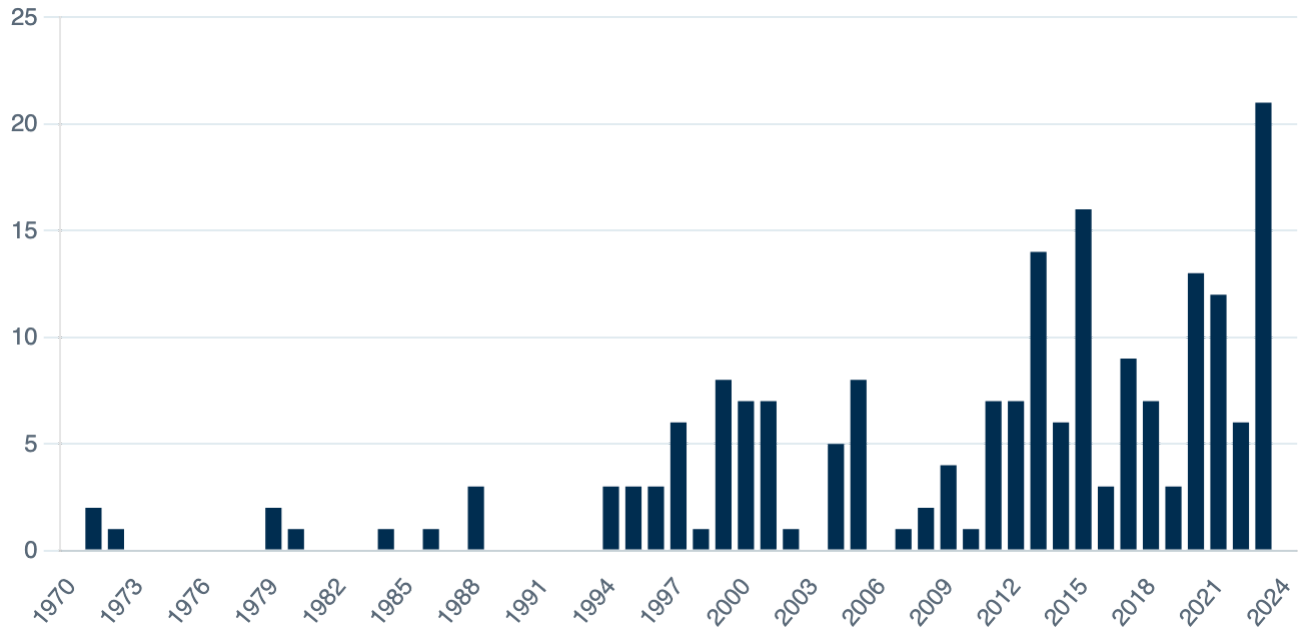
17
of 45 classes used

1929
first trademark filed

74
filed in the last 10 years

A portfolio built over time

Pernod Ricard filed its first South African trademark in 1929 and has filed 210 since; its busiest year was 2023, with 21 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

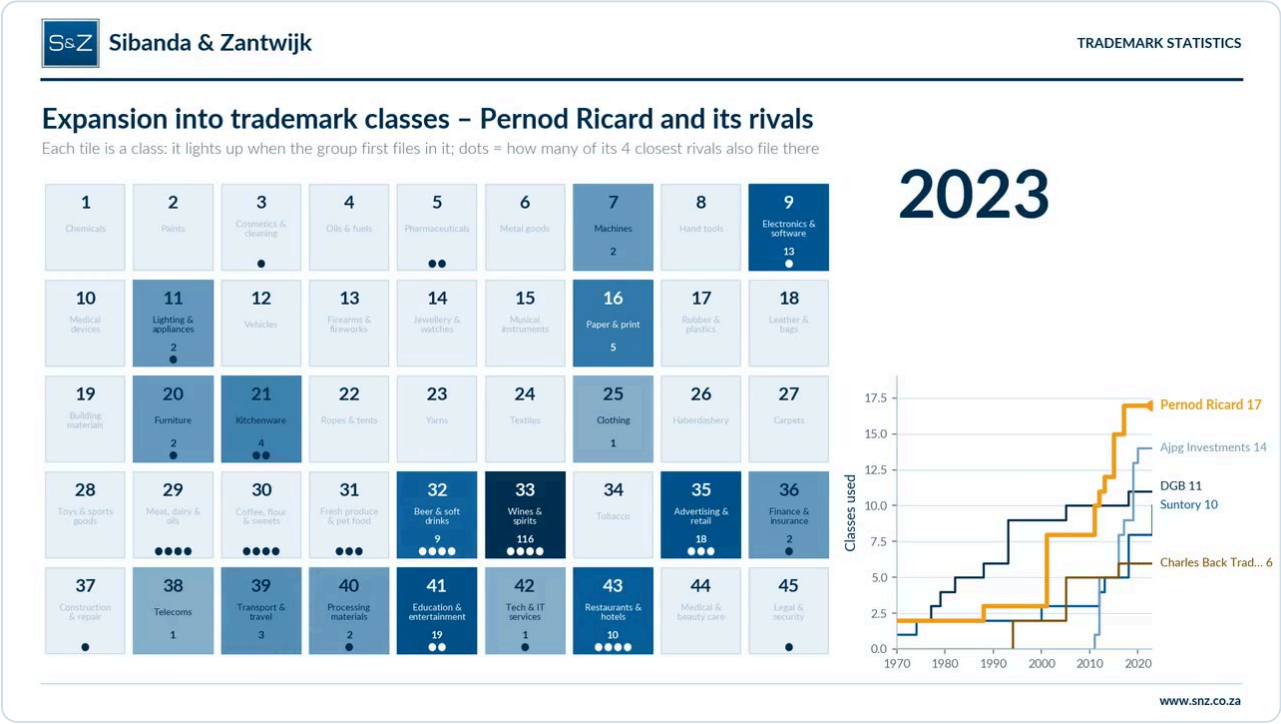
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pernod Ricard	111	1929–2023
Pernod Ricard Mexico	31	1979–2017
Pernod Ricard USA	31	1963–2023
Pernod Ricard South Africa	30	1948–2021
Pernod Ricard Winemakers	9	2000–2016
Pernod Ricard Mexico SA de Cv A	7	2018–2023
Pernod Ricard India	3	2012–2012
Pernod Ricard Italia	3	2011–2012

Where Pernod Ricard expanded its business

Trademark classes show what a business sells. Pernod Ricard's portfolio is concentrated in wines & spirits (class 33), education & entertainment (class 41), advertising & retail (class 35). Its most recent moves were into transport & travel (2017), processing materials (2017), furniture (2015).

Pernod Ricard trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pernod-ricard-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	116	55.2%	1929
41 Education & entertainment	19	9.0%	2001
35 Advertising & retail	18	8.6%	2001
9 Electronics & software	13	6.2%	2012
43 Restaurants & hotels	10	4.8%	2001
32 Beer & soft drinks	9	4.3%	1968
16 Paper & print	5	2.4%	2011
21 Kitchenware	4	1.9%	2011

The brands Pernod Ricard protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DRINKS & CO	15	8	2017–2020
2	OPN	14	7	2015–2015
3	CREATEURS DE CONVIVIALITE	10	7	2018–2023
4	LE CERCLE BY PERNOD RICARD	8	4	2014–2021
5	PERNOD RICARD SOUTH AFRICA	6	6	2001–2001
6	SWITCH ON THE NIGHT	6	6	2013–2013
7	PERNOD RICARD	6	5	2020–2023
8	OLMECA	6	4	1979–2023
9	RICARD	5	3	1972–2005
10	LCE	4	4	2021–2021
11	AVION	3	3	2023–2023
12	BE THE DJ	3	3	2012–2012
13	EASY24	3	3	2022–2022
14	RED HEART	3	1	1948–1994
15	GLOSS	2	2	2004–2004

Logos filed most often (since 2020)



8 filings · 8 classes



6 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Pernod Ricard's logos

The 9 different logos Pernod Ricard 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.



8 classes



5 classes



4 classes



3 classes



3 classes



1 class



1 class



1 class

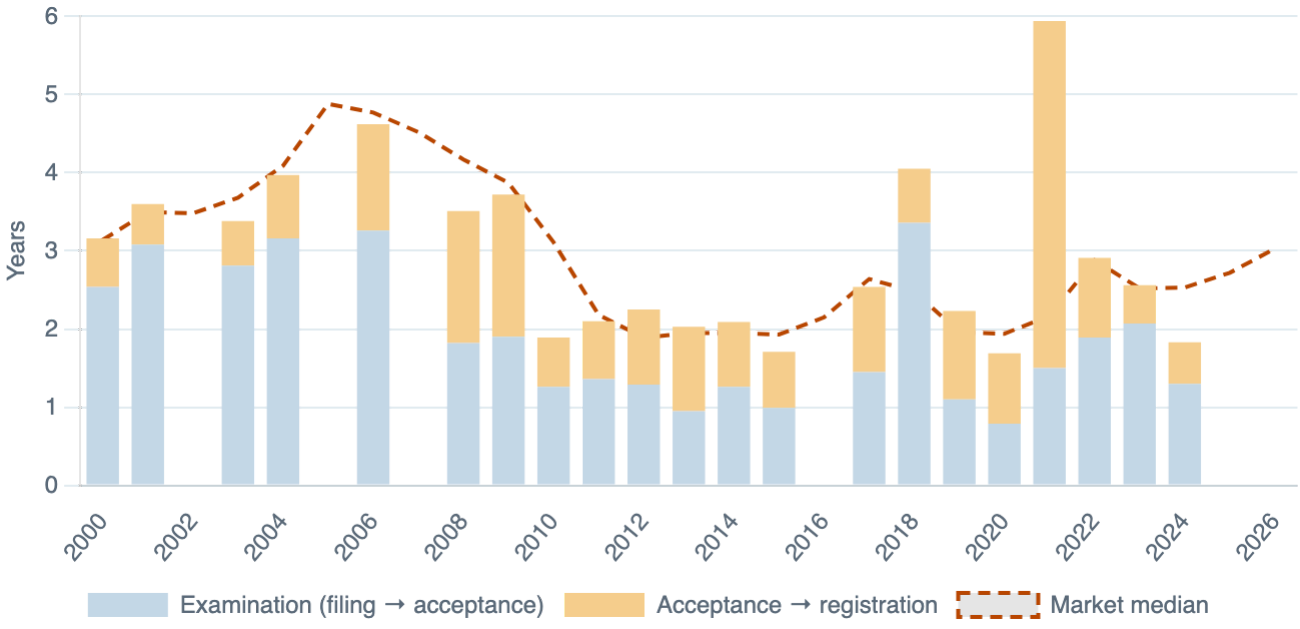


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pernod Ricard's marks took a median of **2.4 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.

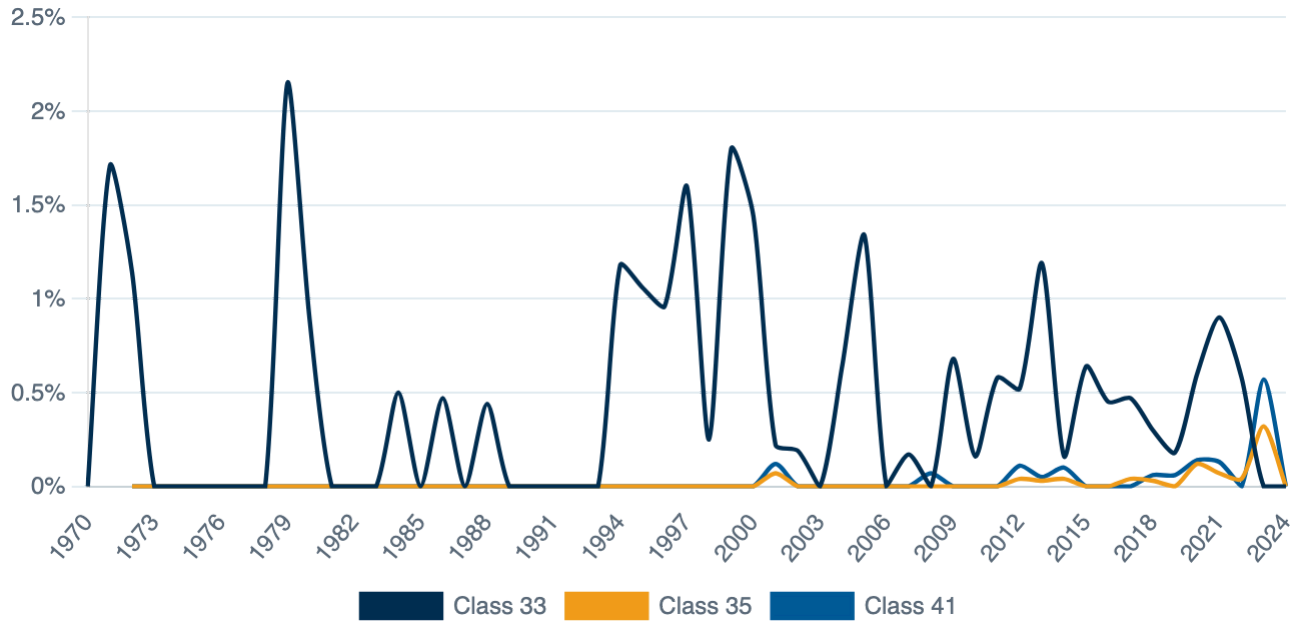


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pernod Ricard's classes

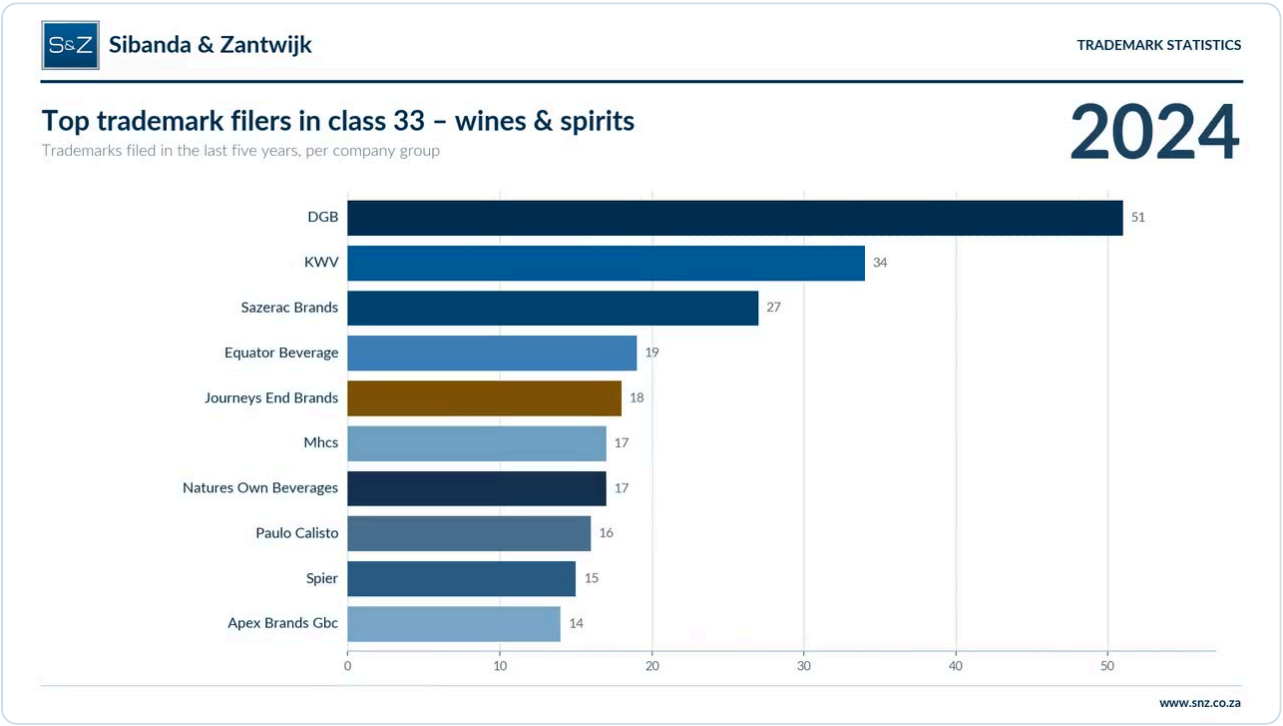
> Ranked by **number of trademarks filed in Pernod Ricard's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Pernod Ricard's market position, not who is most like it.

In the last five years, Pernod Ricard was **#17** of 1,088 filers in class 33 (wines & spirits), with 12 of 2,324 trademarks; **#55** of 3,121 filers in class 41 (education & entertainment), with 10 of 6,243 trademarks; **#52** of 5,866 filers in class 35 (advertising & retail), with 12 of 11,124 trademarks.



Pernod Ricard'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: Pernod Ricard



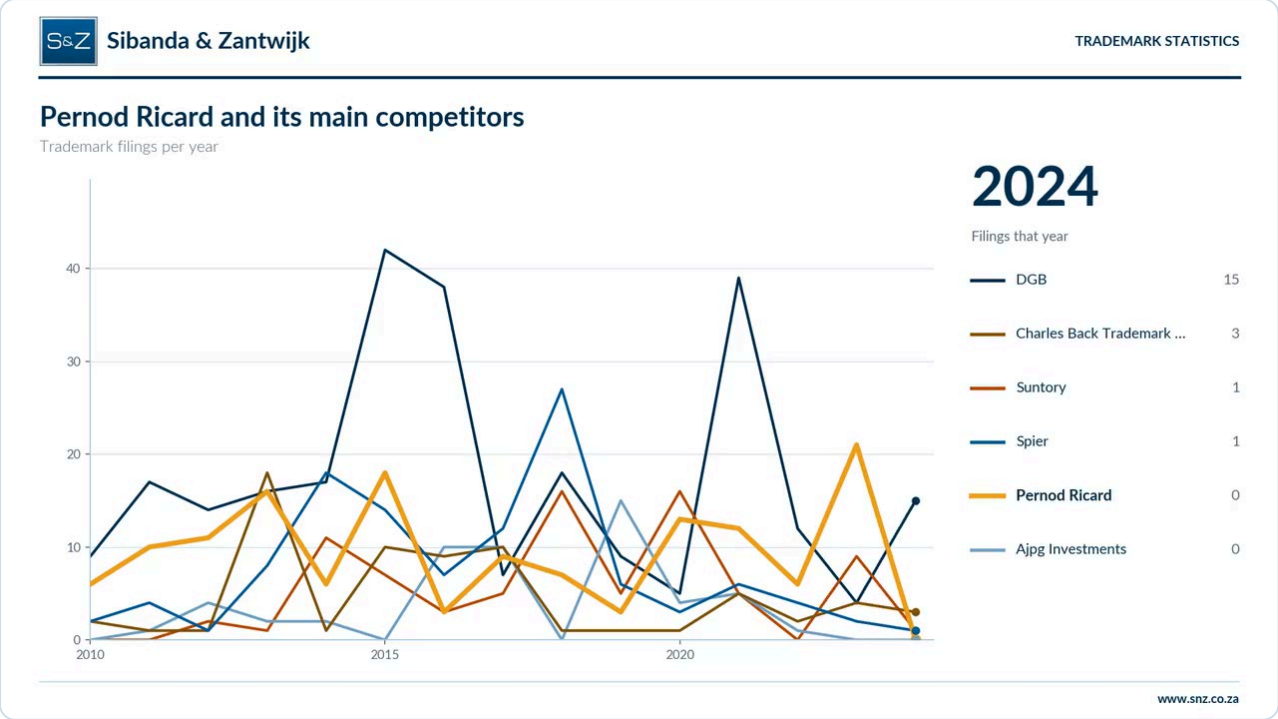
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pernod-ricard-south-african-trademarks/class-33-race-video.html

Main competitors – the companies most like Pernod Ricard

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

Pernod Ricard's closest competitors in South Africa are DGB, Suntory, Ajpg Investments and Charles Back Trademark Trust.

Pernod Ricard 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/pernod-ricard-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	Direct competitor	96%
2	Suntory	Direct competitor	90%
3	Ajpg Investments	Direct competitor	90%
4	Charles Back Trademark Trust	Direct competitor	76%
5	Spier	Direct competitor	76%
6	Time Being of the Aj and F Charnaud Tru...	Direct competitor	69%
7	Bacardi and	Direct competitor	69%
8	Distell	Direct competitor	69%
9	Sazerac Brands	Direct competitor	68%
10	KWV	Direct competitor	68%

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

Pernod Ricard – relevant export countries

South Africa exported **US$2.5 billion** of the goods Pernod Ricard's main classes cover in the last year – alcoholic beverages; beer; wine; liqueurs (class 33); computer software; computers; downloadable software; cases (class 9); beer; fruit juices; syrups; smoothies (class 32); books; posters; stickers (class 16); mugs; cups; drinking glasses (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pernod Ricard's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$445 m	+3%	National	US$2,388
2	United States of America	74	US$134 m	+3%	National	US$3,425
3	United Kingdom	70	US$187 m	-1%	National	US$1,371
4	Japan	62	US$22 m	+3%	National	US$1,774
5	Canada	60	US$35 m	-4%	National	US$2,192
6	Hong Kong SAR	58	US$3.9 m	+12%	National	US$1,715
7	India	57	US$4.6 m	-4%	National	US$1,295
8	Australia	56	US$14 m	-4%	National	US$2,380
9	Singapore	55	US$4.8 m	+20%	National	US$2,144
10	Switzerland	55	US$7.4 m	-3%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	51	US$272 m	+12%	ARIPO	US$450 S&Z
2	Nigeria	48	US$25 m	-9%	National	US$1,015 S&Z
3	OAPI (17 states)	46	US$25 m	+3%	National	US$1,563 S&Z
4	Botswana	46	US$254 m	-10%	ARIPO	US$450 S&Z
5	Mozambique	45	US$147 m	-2%	ARIPO	US$450 S&Z
6	Zimbabwe	45	US$128 m	+2%	ARIPO	US$450 S&Z
7	Lesotho	44	US$89 m	+2%	National	US$326
8	Eswatini	43	US$97 m	-5%	National	US$446
9	Tanzania	43	US$34 m	-6%	ARIPO	US$450 S&Z
10	Algeria	43	US$384 k	+31%	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)
DRINKS & CO	8	US$1,624	US$2,117
OPN	7	US$1,421	US$1,932
CREATEURS DE CONVIVIALITE	7	US$1,421	US$1,932
LE CERCLE BY PERNOD RICARD	4	US$812	US$1,378
PERNOD RICARD SOUTH AFRICA	6	US$1,218	US$1,748

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 Pernod Ricard's five most-filed brands: word marks of **other companies** (not Pernod Ricard'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 DRINKS & CO (classes 9, 32, 33, 35, 39, 40, 41, 43; searched 2018-01-31 to 2026-11-08)

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

Similar to OPN (classes 7, 11, 16, 20, 21, 32, 33; searched 2018-04-25 to 2026-11-08)

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

Similar to CREATEURS DE CONVIVIALITE (classes 9, 16, 33, 35, 36, 41, 43; searched 2018-02-28 to 2026-11-08)

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

Similar to LE CERCLE BY PERNOD RICARD (classes 33, 35, 41, 43; searched 2018-03-28 to 2026-11-08)

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

Similar to PERNOD RICARD SOUTH AFRICA (classes 33, 35, 36, 38, 41, 43; 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$.

Pernod Ricard's next five years of renewals

69 of Pernod Ricard's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,298 over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za