Pioneer Foods – South African trademarks

Updated 8 November 2026

Pioneer Foods is a South African food and beverage producer owned by PepsiCo since 2020. Its brands include Weet-Bix, Sasko, Ceres juices, White Star and Liqui-Fruit.

How Pioneer 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.

#53
largest trademark owner in South Africa (of 121,626)

903
trademarks filed

15
different logos published since 2020

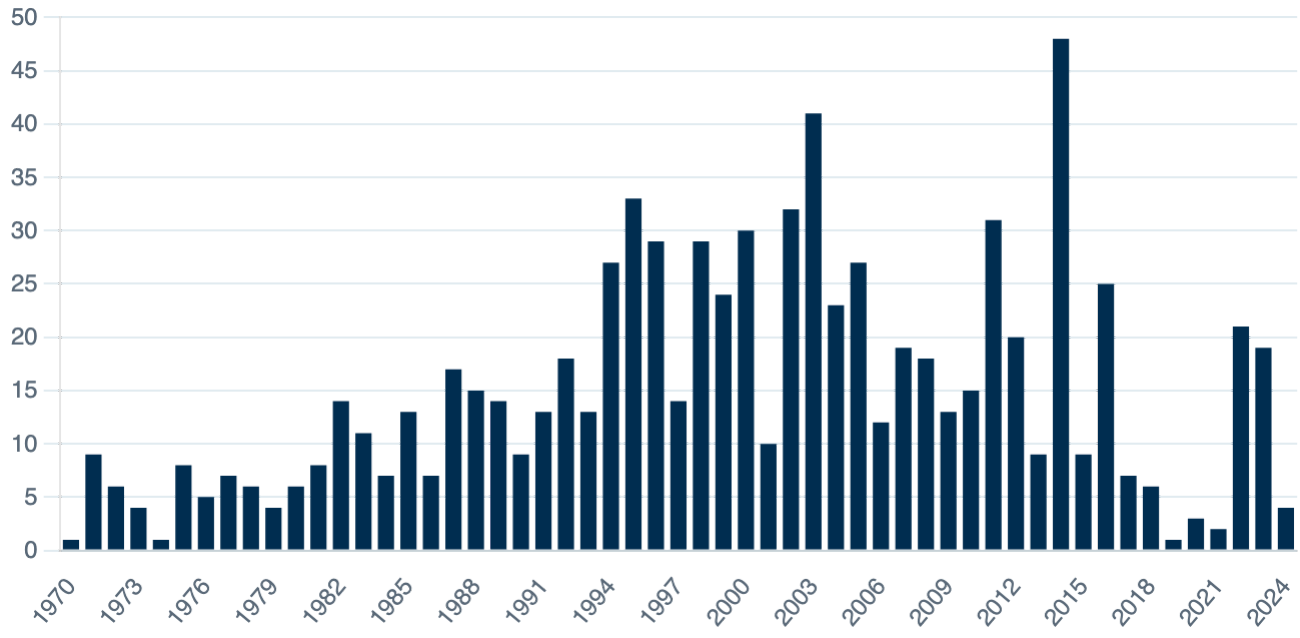
19
of 45 classes used

1918
first trademark filed

88
filed in the last 10 years

A portfolio built over time

Pioneer Foods filed its first South African trademark in 1918 and has filed 903 since; its busiest year was 2014, with 48 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

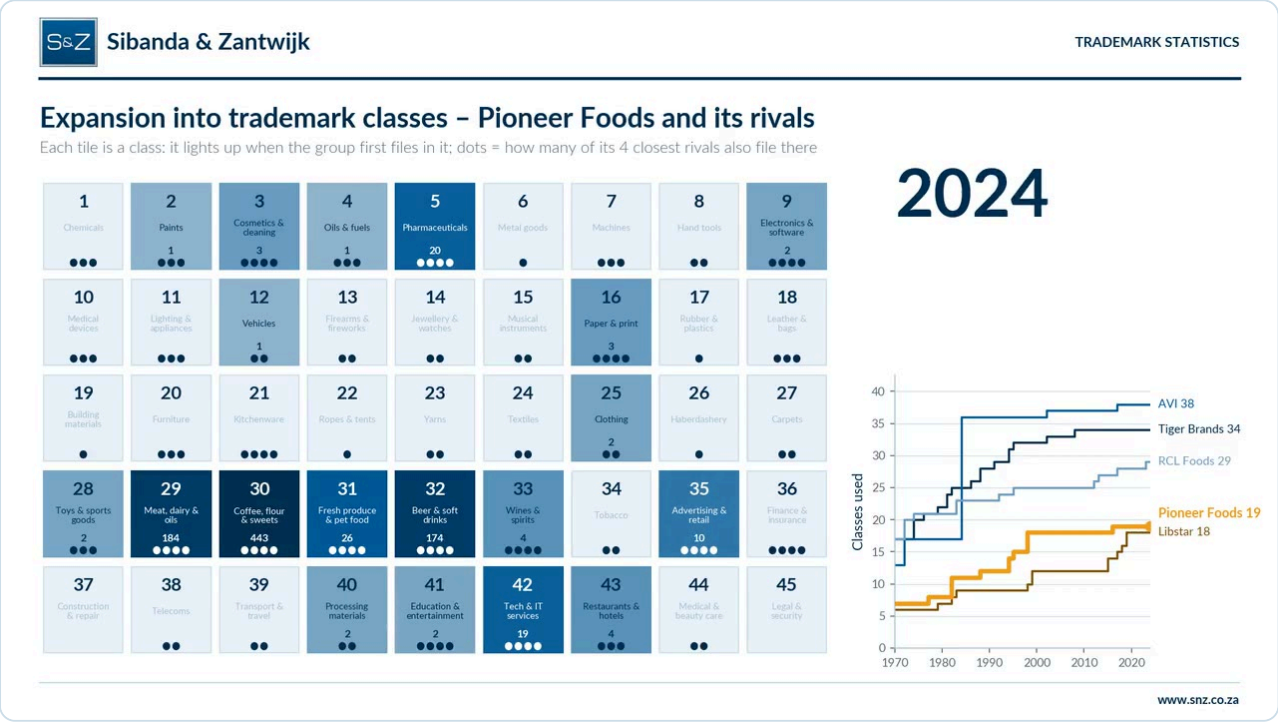
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pioneer Foods Groceries	578	1923–2024
Pioneer Foods	551	1918–2024
Ceres Fruit Juices	117	1962–2013
Ceres Fruit Processors	5	1999–2003
Ceres Fruit and Canning	4	1958–1981
Ceres Fruit Growers Co Operative	1	1990–1990

Where Pioneer Foods expanded its business

Trademark classes show what a business sells. Pioneer Foods' portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), beer & soft drinks (class 32). Its most recent moves were into education & entertainment (2016), toys & sports goods (1998), clothing (1998).

Pioneer Foods trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pioneer-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
30 Coffee, flour & sweets	443	49.1%	1918
29 Meat, dairy & oils	184	20.4%	1923
32 Beer & soft drinks	174	19.3%	1923
31 Fresh produce & pet food	26	2.9%	1960
5 Pharmaceuticals	20	2.2%	1931
42 Tech & IT services	19	2.1%	1982
35 Advertising & retail	10	1.1%	1982
33 Wines & spirits	4	0.4%	1994

The brands Pioneer Foods protects most

The word marks and logo names Pioneer 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	SAFARI	15	4	1949–2023
2	FRUITREE	14	7	1962–2006
3	SASKO	13	4	1968–2017
4	BOKOMO	12	3	1995–2022
5	CERES	11	5	2002–2014
6	LIQUI	10	5	2003–2003
7	PRONUTRO	10	4	1961–2021
8	MOIR'S	8	5	1923–1988
9	LIQUI-FRUIT	8	4	1971–2006
10	IONA	7	4	1960–1994
11	WHITE STAR	7	3	1998–2022
12	MAIZENA	7	2	1987–2023
13	PIONEER FOODS	6	6	2014–2014
14	S.A.D	6	6	1987–2000
15	PROTEA	6	4	1960–1971

Logos filed most often (since 2020)



7 filings · 2 classes



6 filings · 3 classes



4 filings · 4 classes



3 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Pioneer Foods' logos

The 15 different logos Pioneer 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.



4 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class

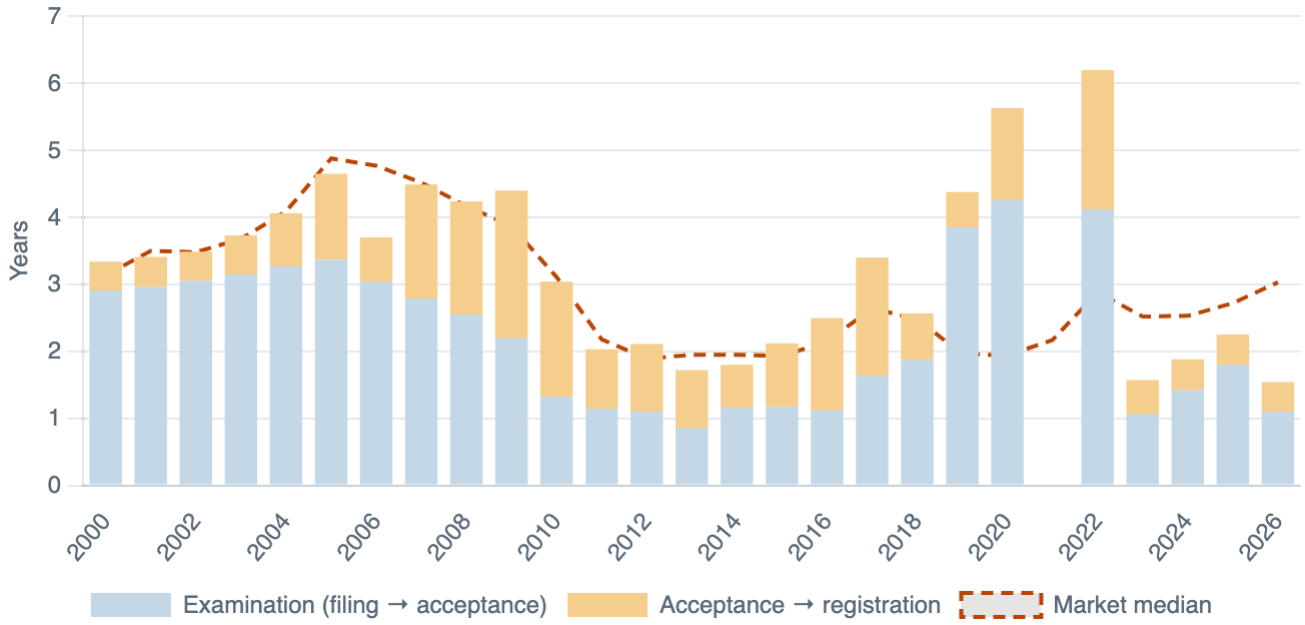


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pioneer Foods' marks took a median of **2.2 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

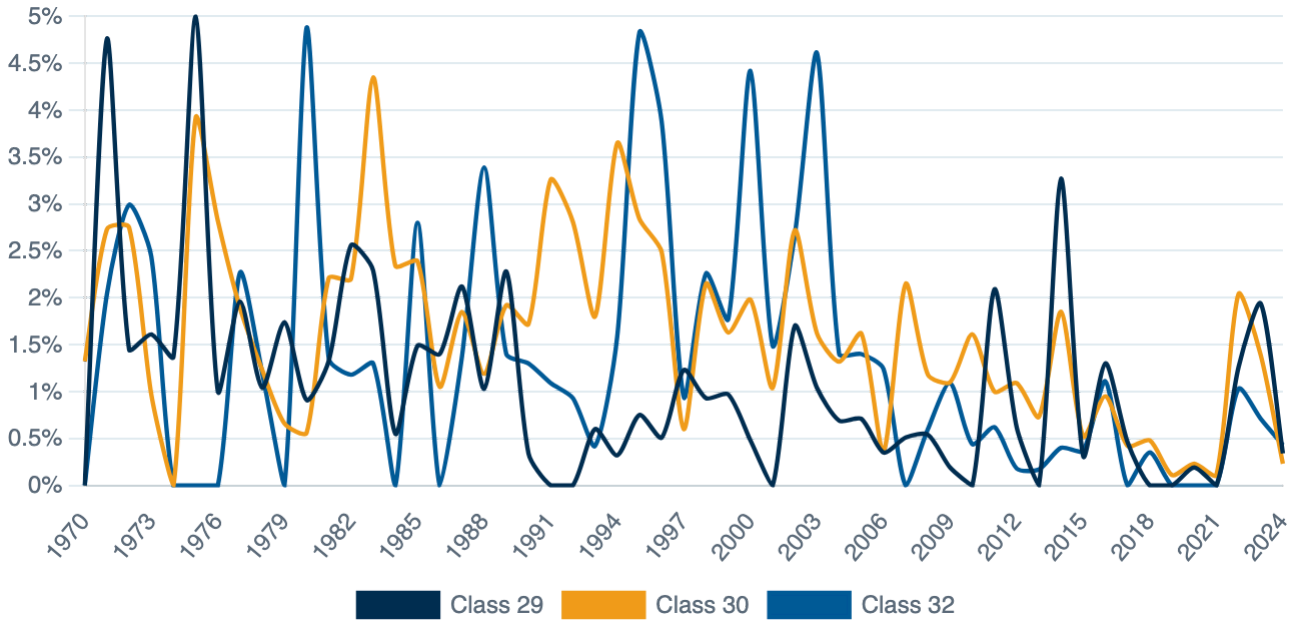


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pioneer Foods' classes

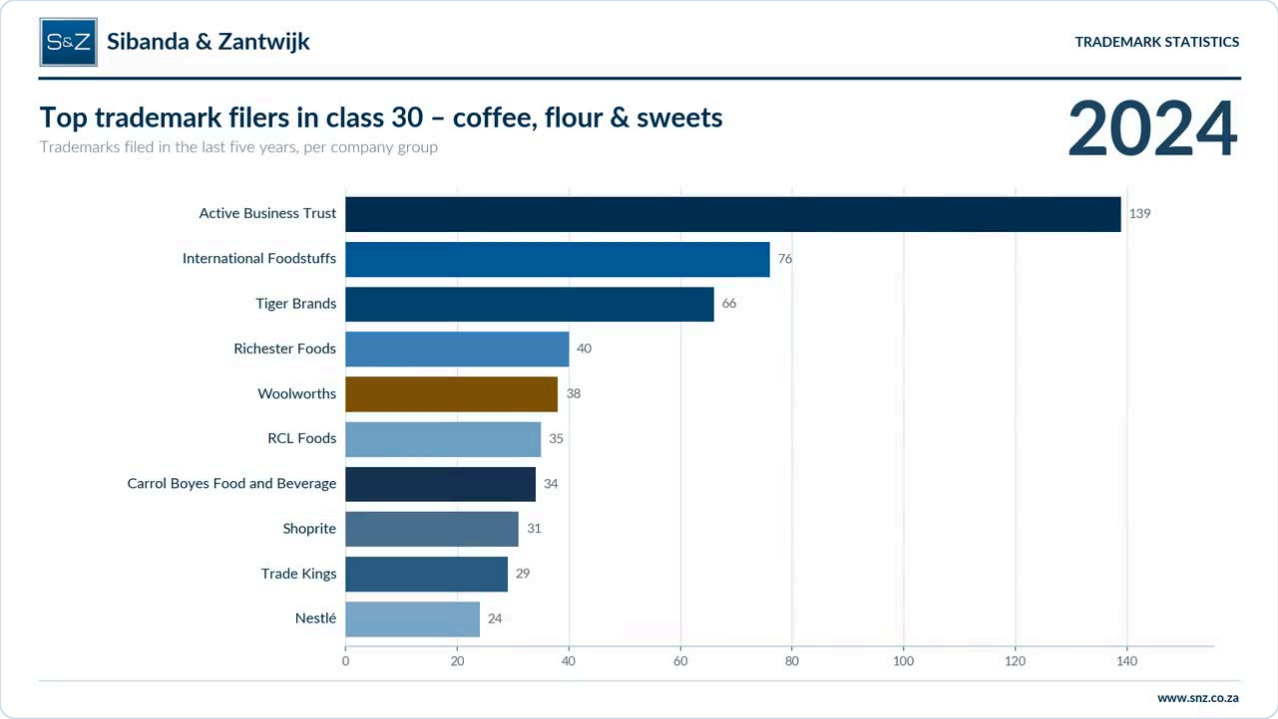
> Ranked by **number of trademarks filed in Pioneer Foods' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Pioneer Foods' market position, not who is most like it.

In the last five years, Pioneer Foods was **#12** of 1,368 filers in class 30 (coffee, flour & sweets), with 23 of 3,209 trademarks; **#17** of 919 filers in class 29 (meat, dairy & oils), with 13 of 2,013 trademarks; **#21** of 905 filers in class 32 (beer & soft drinks), with 7 of 1,804 trademarks.



Pioneer Foods' 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: Pioneer Foods



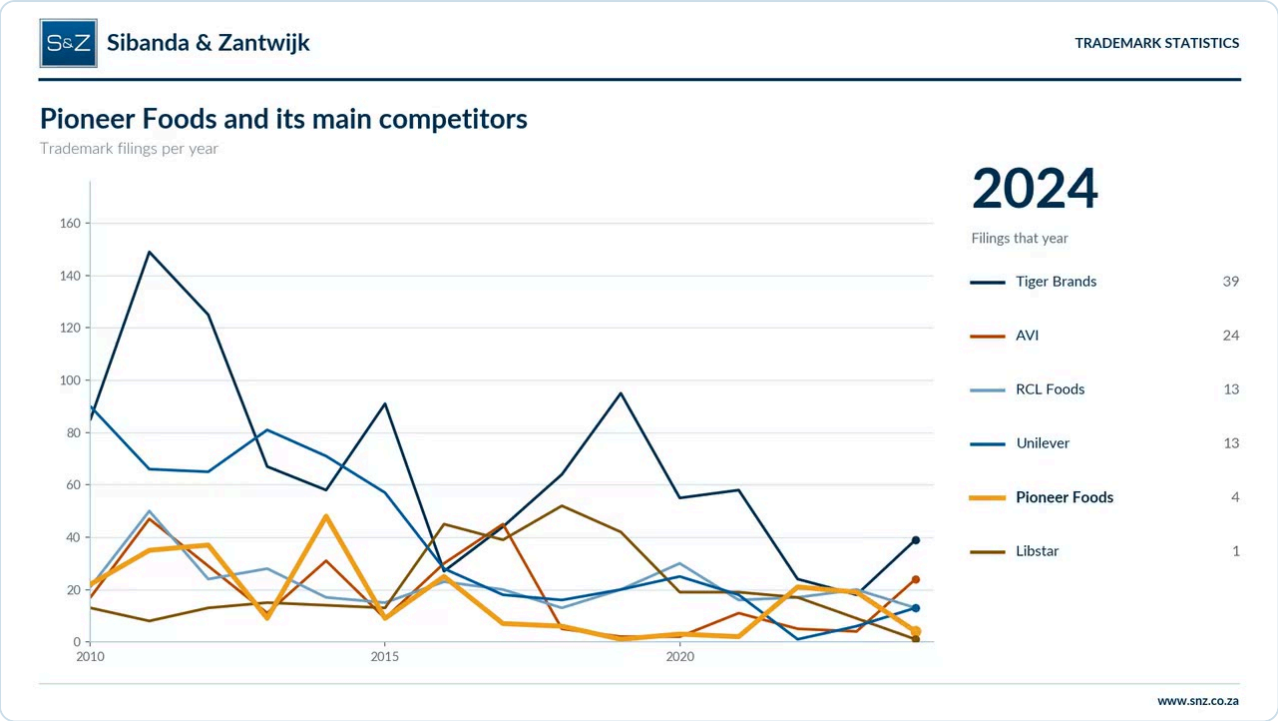
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pioneer-foods-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Pioneer Foods

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

Pioneer Foods' closest competitors in South Africa are Tiger Brands, AVI, RCL Foods and Libstar.

Pioneer 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/pioneer-foods-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	100%
2	AVI	Direct competitor	85%
3	RCL Foods	Direct competitor	84%
4	Libstar	Direct competitor	84%
5	Unilever	Direct competitor	79%
6	Premier FMCG	Direct competitor	76%
7	Clover	Direct competitor	76%
8	Nestlé	Direct competitor	74%
9	Future Life Health Products	Direct competitor	72%
10	Trade Kings	Direct competitor	72%

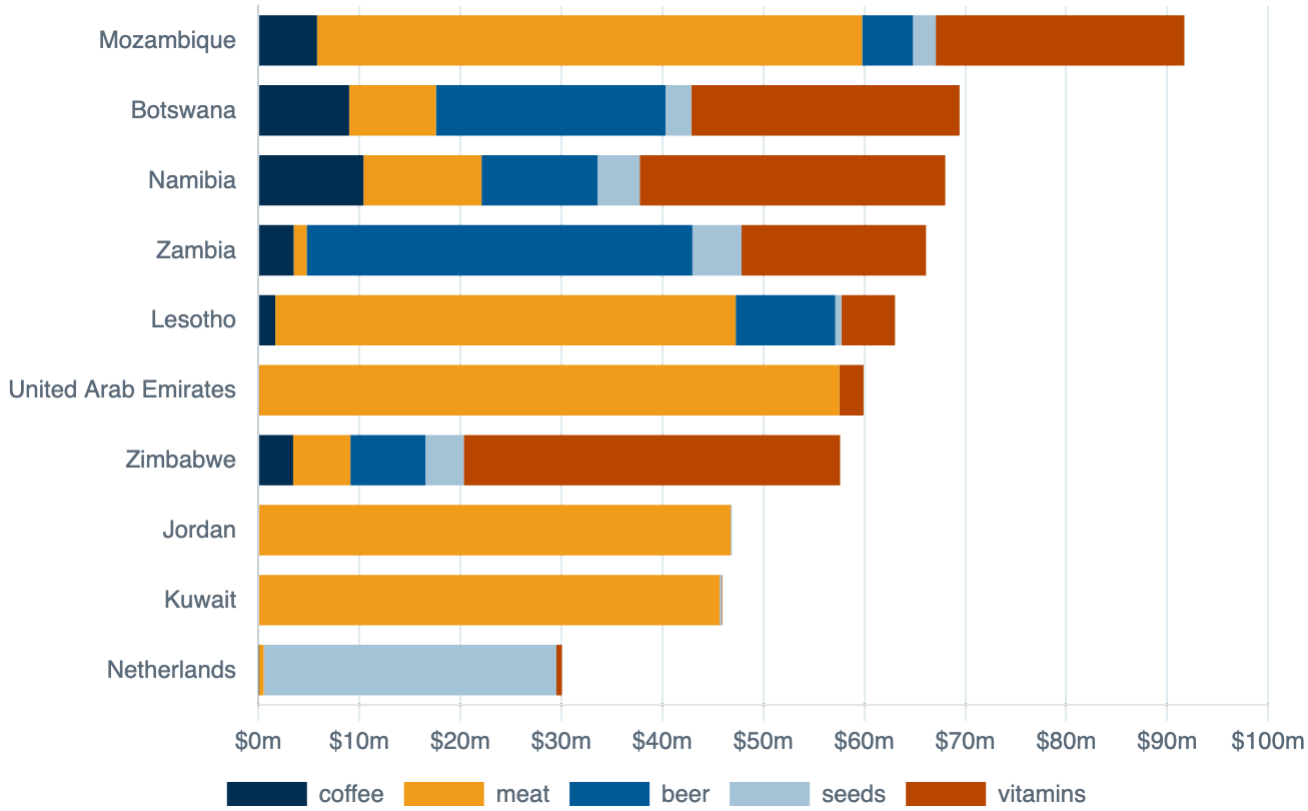
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Pioneer Foods – relevant export countries

South Africa exported **US$8.5 billion** of the goods Pioneer Foods' main classes cover in the last year – coffee; bread; spices; honey (class 30); meat; fish; jams; eggs (class 29); beer; fruit juices; syrups; water (class 32); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); vitamins; minerals; dietary; nutritional (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pioneer Foods' trademarks matter most.

Where South Africa exports Pioneer Foods' top goods

Pioneer Foods' trademarks most often cover coffee, meat, beer, seeds and vitamins. South Africa's ten largest export markets for these goods took **61%** 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 Pioneer Foods' 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$2.6 billion	+6%	National	US$2,388
2	China	72	US$460 m	-5%	National	US$1,224
3	United Kingdom	71	US$788 m	+7%	National	US$1,371
4	United States of America	70	US$407 m	+2%	National	US$3,425
5	Japan	62	US$73 m	-4%	National	US$1,774
6	Russian Federation	61	US$256 m	+6%	National	US$1,915
7	Switzerland	58	US$53 m	+4%	National	US$1,660
8	Hong Kong SAR	57	US$87 m	+1%	National	US$1,715
9	Philippines	56	US$52 m	+3%	National	US$1,526
10	Nigeria	56	US$67 m	-4%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$67 m	-4%	National	US$1,015 S&Z
2	OAPI (17 states)	55	US$97 m	+8%	National	US$1,563 S&Z
3	Lesotho	52	US$145 m	+2%	National	US$326
4	Algeria	52	US$3.7 m	+44%	National	US$1,445
5	Eswatini	50	US$134 m	+1%	National	US$446
6	Zimbabwe	50	US$161 m	+10%	ARIPO	US$450 S&Z
7	Botswana	49	US$284 m	-2%	ARIPO	US$450 S&Z
8	Mauritius	46	US$81 m	+5%	National	US$1,154
9	Dem. Rep. of the Congo	46	US$37 m	+3%	National	US$2,100
10	Liberia	43	US$865 k	+7%	ARIPO	US$450 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 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)
SAFARI	4	US$812	US$1,378
FRUITREE	7	US$1,421	US$1,932
SASKO	4	US$812	US$1,378
BOKOMO	3	US$609	US$1,194
CERES	5	US$1,015	US$1,563

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 Pioneer Foods' five most-filed brands: word marks of **other companies** (not Pioneer 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 SAFARI (classes 29, 30, 31, 32; searched 2018-07-25 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
SAFARI SPICES	2025-08-27	30	OUTDOOR INVESTMENT HOLDINGS (PTY) LTD
SAFARI	2018-07-25	30	UNIBISCO BISCUITS SOUTH AFRICA (PTY) LTD

Similar to FRUITREE (classes 29, 30, 31, 32, 35, 42, 43; searched 2019-03-27 to 2026-11-07)

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

Similar to SASKO (classes 29, 30, 40, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to BOKOMO (classes 29, 30, 32; searched 2018-01-31 to 2026-11-07)

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

Similar to CERES (classes 5, 29, 30, 32, 35; searched 2018-07-25 to 2026-11-07)

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

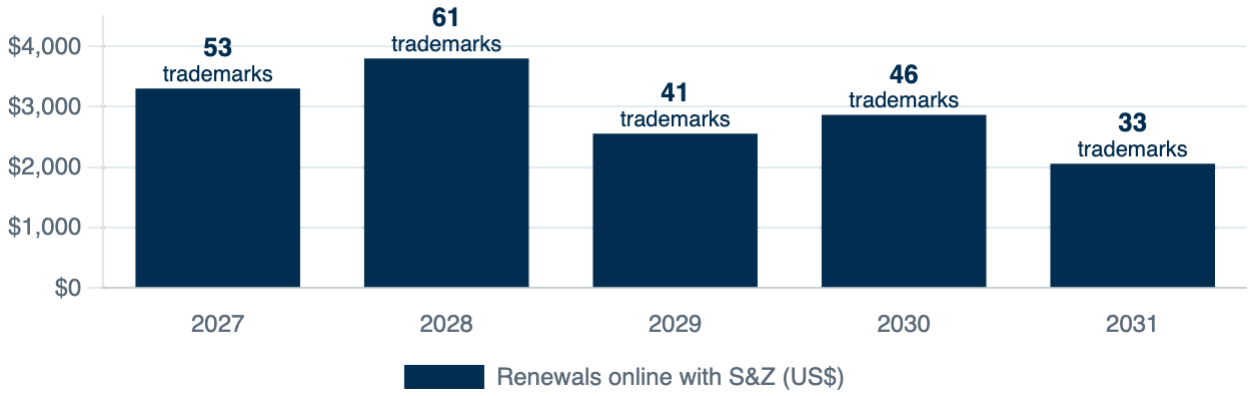
S&Z prices – South African trademarks

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$.

Pioneer Foods' next five years of renewals

234 of Pioneer Foods' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$14,576 over the five years.



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