Premier FMCG – South African trademarks

Updated 8 November 2026

Premier FMCG is a South African food and personal care manufacturer. Its brands include Blue Ribbon and Iwisa, Snowflake, Lil-lets and Manhattan sweets.

How Premier FMCG 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.

#32
largest trademark owner in South Africa (of 121,626)

1,174
trademarks filed

19
different logos published since 2020

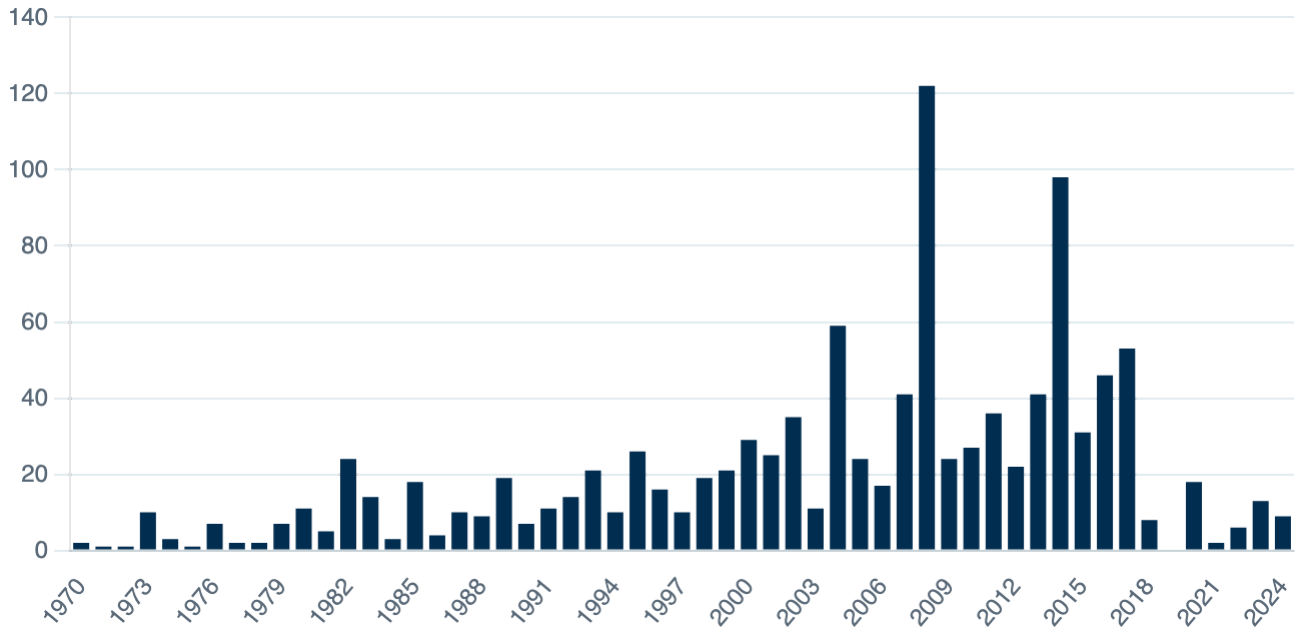
25
of 45 classes used

1917
first trademark filed

157
filed in the last 10 years

A portfolio built over time

Premier FMCG filed its first South African trademark in 1917 and has filed 1,174 since; its busiest year was 2008, with 122 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

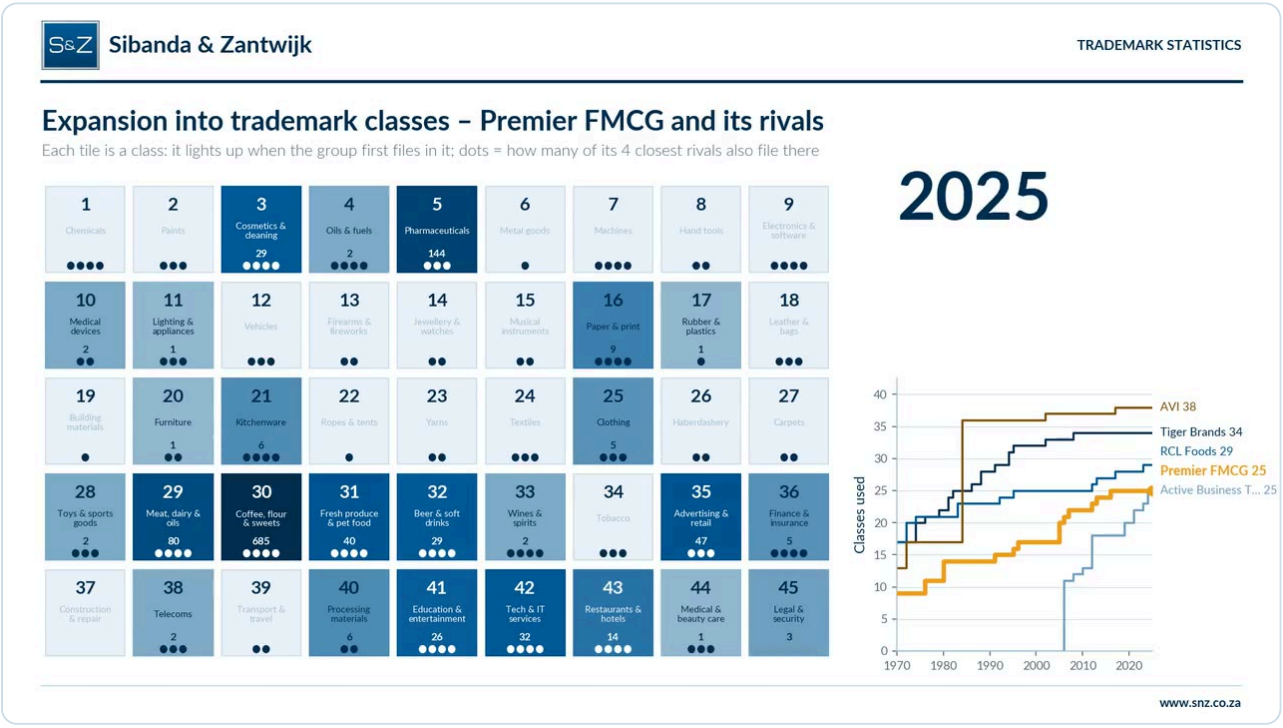
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Premier FMCG	1,167	1935–2025
Mister Sweet	191	1980–2017
Premier Foods	178	1980–2015
Lil Lets South Africa	152	1956–2013
Premier Foods Industries	37	1960–1991
Premier Foods Group	29	1917–2011
Lil Lets	2	2011–2011
Lil Lets UK	1	2001–2001

Where Premier FMCG expanded its business

Trademark classes show what a business sells. Premier FMCG's portfolio is concentrated in coffee, flour & sweets (class 30), pharmaceuticals (class 5), meat, dairy & oils (class 29). Its most recent moves were into legal & security (2016), lighting & appliances (2013), medical & beauty care (2012).

Premier FMCG trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/premier-fmcg-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	685	58.3%	1917
5 Pharmaceuticals	144	12.3%	1939
29 Meat, dairy & oils	80	6.8%	1917
35 Advertising & retail	47	4.0%	1980
31 Fresh produce & pet food	40	3.4%	1935
42 Tech & IT services	32	2.7%	1980
32 Beer & soft drinks	29	2.5%	1960
3 Cosmetics & cleaning	29	2.5%	1960

The brands Premier FMCG protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LIL-LETS	41	7	1999–2016
2	PREMIER FOODS	28	7	1995–2008
3	BLUE RIBBON	27	8	1967–2024
4	LIL-LETS ULTRAFRESH	17	2	2008–2011
5	B B	16	8	1939–2020
6	PREMIER GROWING TOGETHER	14	7	2014–2014
7	JABULA	13	7	1960–1972
8	PREMIER	9	8	1967–2014
9	SNOWFLAKE PLAY TIME	8	7	2005–2005
10	M MAIZECOR	8	4	1973–1985
11	UNIMILL	8	4	1993–1993
12	NYALA	8	3	1987–2020
13	LIL-LETS DRYLOCK	8	1	2008–2008
14	LIL-LETS SILKCOMFORT	8	1	2008–2008
15	SNOWFLAKE PLAYTIME	7	7	2005–2005

Logos filed most often (since 2020)



8 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



4 filings · 2 classes



4 filings · 2 classes



3 filings · 2 classes



3 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class

Premier FMCG's logos

The 19 different logos Premier FMCG 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.



6 classes



5 classes



4 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

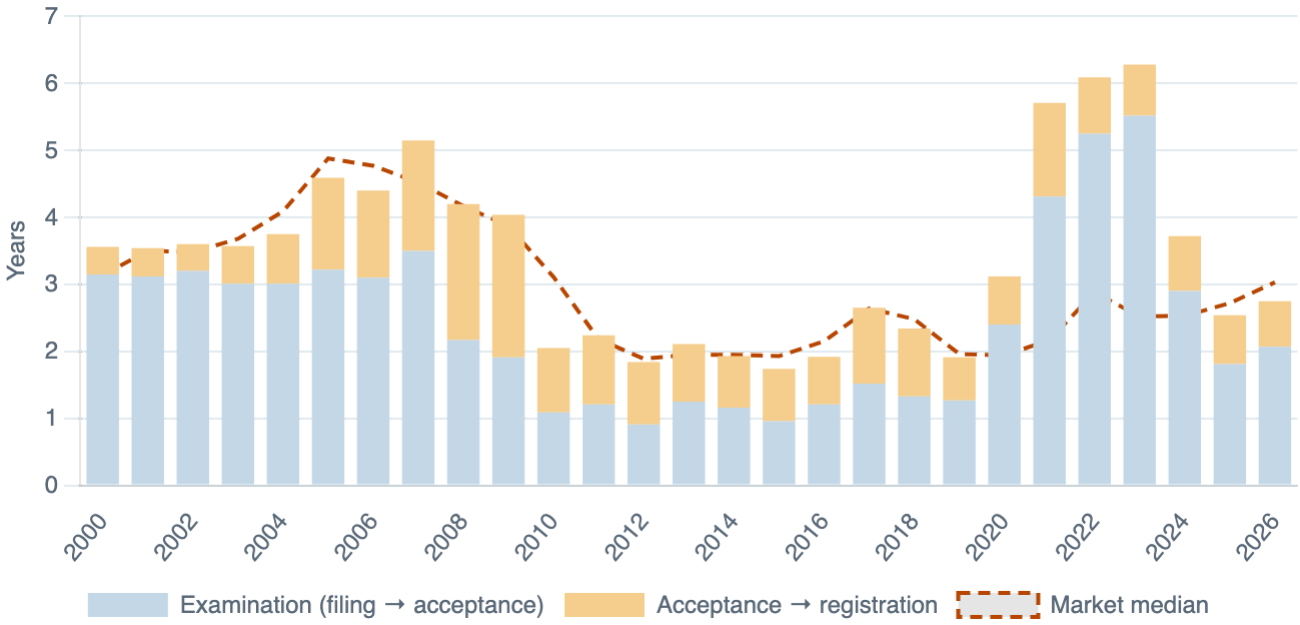


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Premier FMCG's marks took a median of **3.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

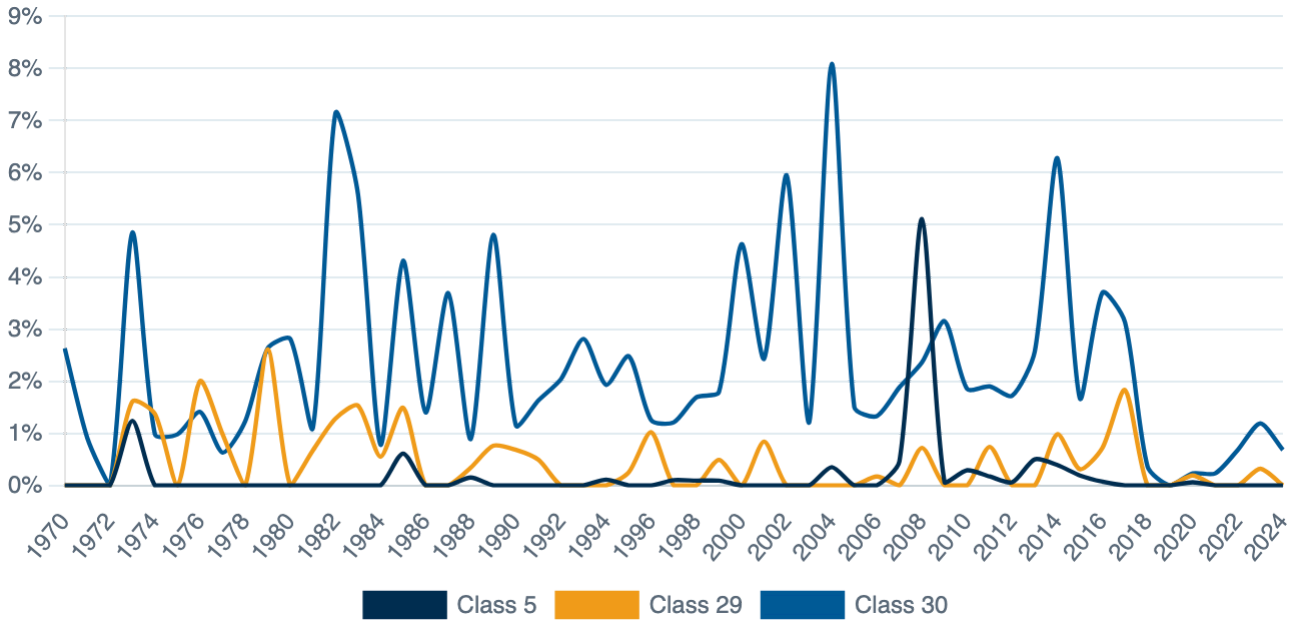


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Premier FMCG's classes

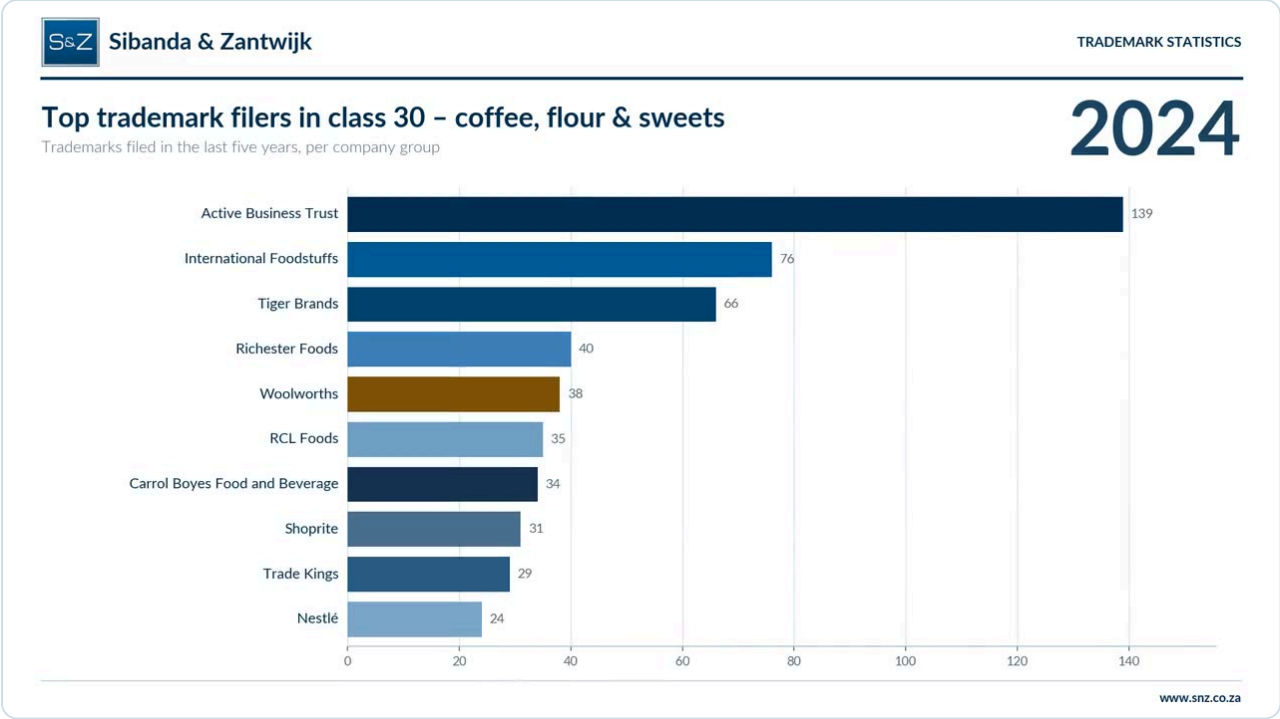
> Ranked by **number of trademarks filed in Premier FMCG's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Premier FMCG's market position, not who is most like it.

In the last five years, Premier FMCG was **#18** of 1,368 filers in class 30 (coffee, flour & sweets), with 17 of 3,209 trademarks; **#1199** of 2,050 filers in class 5 (pharmaceuticals), with 1 of 6,111 trademarks; **#234** of 919 filers in class 29 (meat, dairy & oils), with 2 of 2,013 trademarks.



Premier FMCG's 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: Premier FMCG



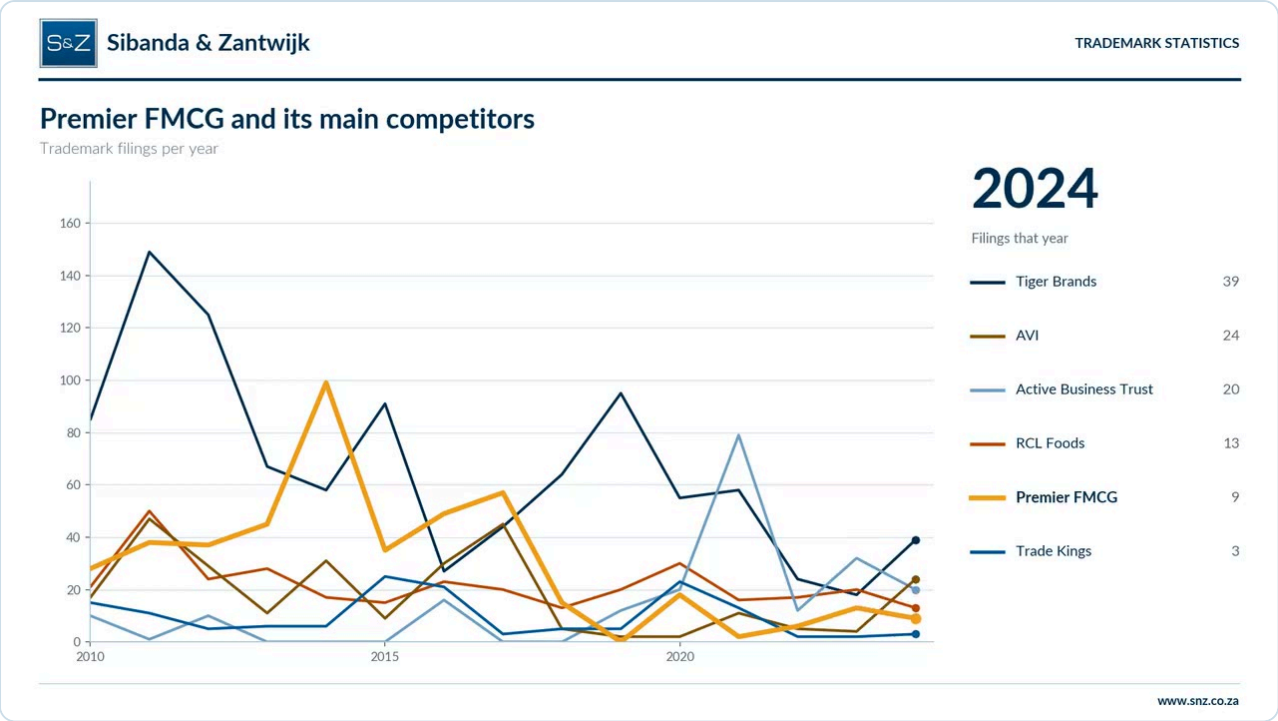
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/premier-fmcg-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Premier FMCG

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

Premier FMCG's closest competitors in South Africa are Tiger Brands, RCL Foods, Active Business Trust and AVI.

Premier FMCG 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/premier-fmcg-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	96%
2	RCL Foods	Direct competitor	85%
3	Active Business Trust	Direct competitor	79%
4	AVI	Direct competitor	77%
5	Trade Kings	Direct competitor	76%
6	Richester Foods	Direct competitor	74%
7	Z and Z Foods	Direct competitor	73%
8	Mondelez	Direct competitor	73%
9	Pioneer Foods	Direct competitor	72%
10	International Foodstuffs	Direct competitor	70%

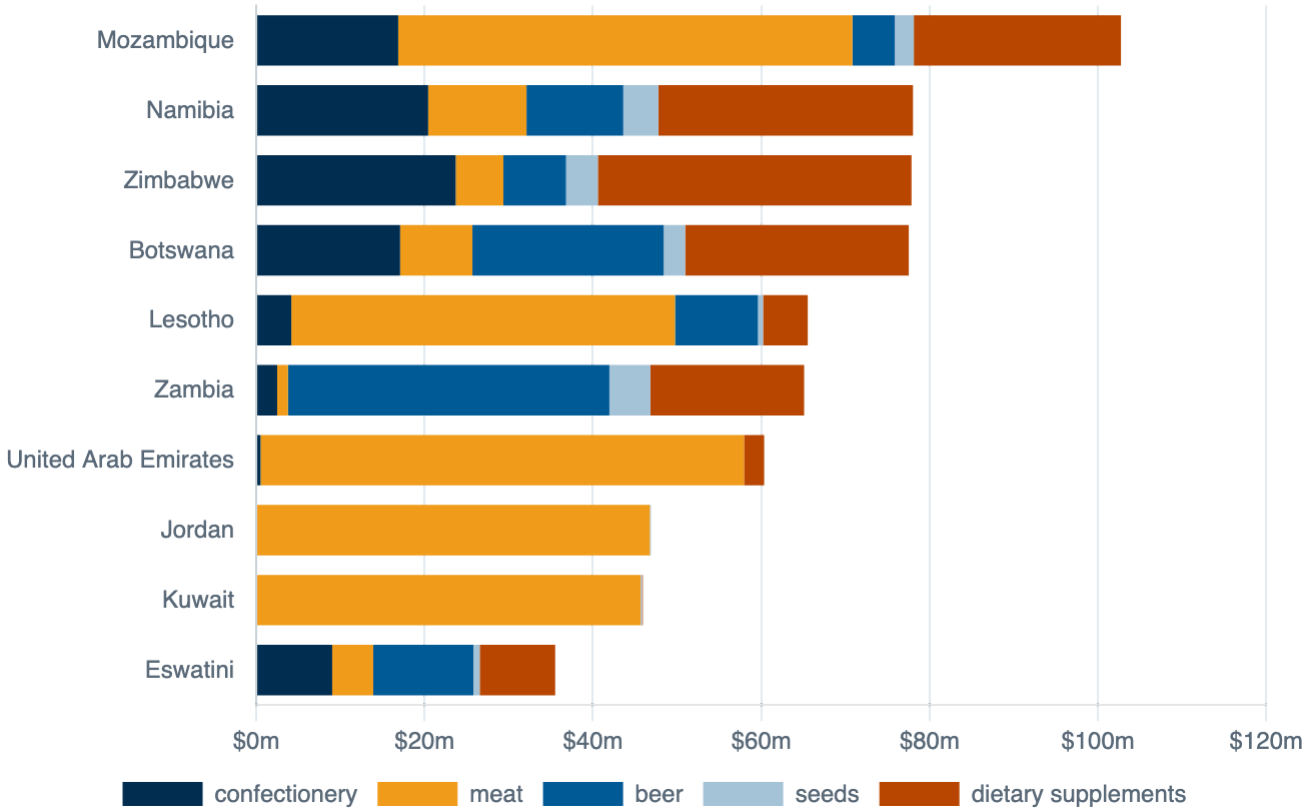
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Premier FMCG – relevant export countries

South Africa exported **US$8.9 billion** of the goods Premier FMCG's main classes cover in the last year – confectionery; honey; rice; coffee (class 30); dietary supplements; disinfectants; plasters; sanitary preparations (class 5); meat; jams; fish; jellies (class 29); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); beer; fruit juices; syrups; mineral and aerated waters (class 32). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Premier FMCG's trademarks matter most.

Where South Africa exports Premier FMCG's top goods

Premier FMCG's trademarks most often cover confectionery, meat, beer, seeds and dietary supplements. South Africa's ten largest export markets for these goods took **63%** 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 Premier FMCG'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	82	US$2.6 billion	+3%	National	US$2,388
2	China	71	US$473 m	-4%	National	US$1,224
3	United Kingdom	71	US$781 m	+2%	National	US$1,371
4	United States of America	70	US$420 m	+0%	National	US$3,425
5	Japan	62	US$71 m	-4%	National	US$1,774
6	Russian Federation	61	US$256 m	-1%	National	US$1,915
7	Canada	60	US$197 m	+0%	National	US$2,192
8	Hong Kong SAR	57	US$88 m	+2%	National	US$1,715
9	Philippines	57	US$53 m	+7%	National	US$1,526
10	Nigeria	55	US$71 m	-8%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	55	US$71 m	-8%	National	US$1,015 S&Z
2	OAPI (17 states)	55	US$100 m	+9%	National	US$1,563 S&Z
3	Mozambique	54	US$272 m	+19%	ARIPO	US$450 S&Z
4	Zimbabwe	54	US$223 m	+37%	ARIPO	US$450 S&Z
5	Malawi	53	US$40 m	+16%	ARIPO	US$450 S&Z
6	Lesotho	52	US$151 m	+4%	National	US$326
7	Algeria	51	US$4.7 m	+25%	National	US$1,445
8	Eswatini	50	US$162 m	-2%	National	US$446
9	Egypt	50	US$17 m	-0%	National	US$2,278
10	Botswana	49	US$350 m	-2%	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)
LIL-LETS	7	US$1,421	US$1,932
PREMIER FOODS	7	US$1,421	US$1,932
BLUE RIBBON	8	US$1,624	US$2,117
LIL-LETS ULTRAFRESH	2	US$406	US$1,009
B B	8	US$1,624	US$2,117

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 Premier FMCG's five most-filed brands: word marks of **other companies** (not Premier FMCG'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 LIL-LETS (classes 5, 10, 16, 25, 35, 38, 41; searched 2018-05-30 to 2026-11-07)

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

Similar to PREMIER FOODS (classes 29, 30, 31, 35, 41, 42, 43; searched 2018-01-31 to 2026-11-07)

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

Similar to BLUE RIBBON (classes 21, 25, 29, 30, 31, 35, 42, 43; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
GOLDEN RIBBON	2025-12-17	29	AQ HOLDINGS (PTY) LTD
SHIMANSKY BLUE RIBBON SALE	2021-03-31	35	Private individual

Similar to LIL-LETS ULTRAFRESH (classes 3, 5; searched 2018-05-30 to 2026-11-07)

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

Similar to PREMIER GROWING TOGETHER (classes 3, 5, 29, 30, 31, 35, 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

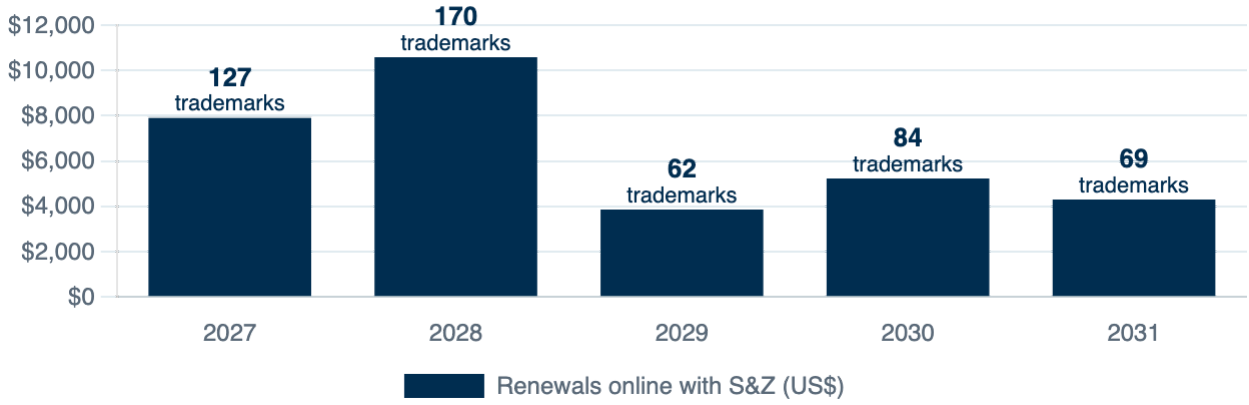
S&Z prices – South African trademarks

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$.

Premier FMCG's next five years of renewals

512 of Premier FMCG's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$31,892** over the five years.



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