RCL Foods – South African trademarks

Updated 8 November 2026

RCL Foods is a JSE-listed South African food producer. It makes groceries, baking, beverages and pet food products across a wide range of household brands.

How RCL 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.

#50
largest trademark owner in South Africa (of 121,626)

926
trademarks filed

22
different logos published since 2020

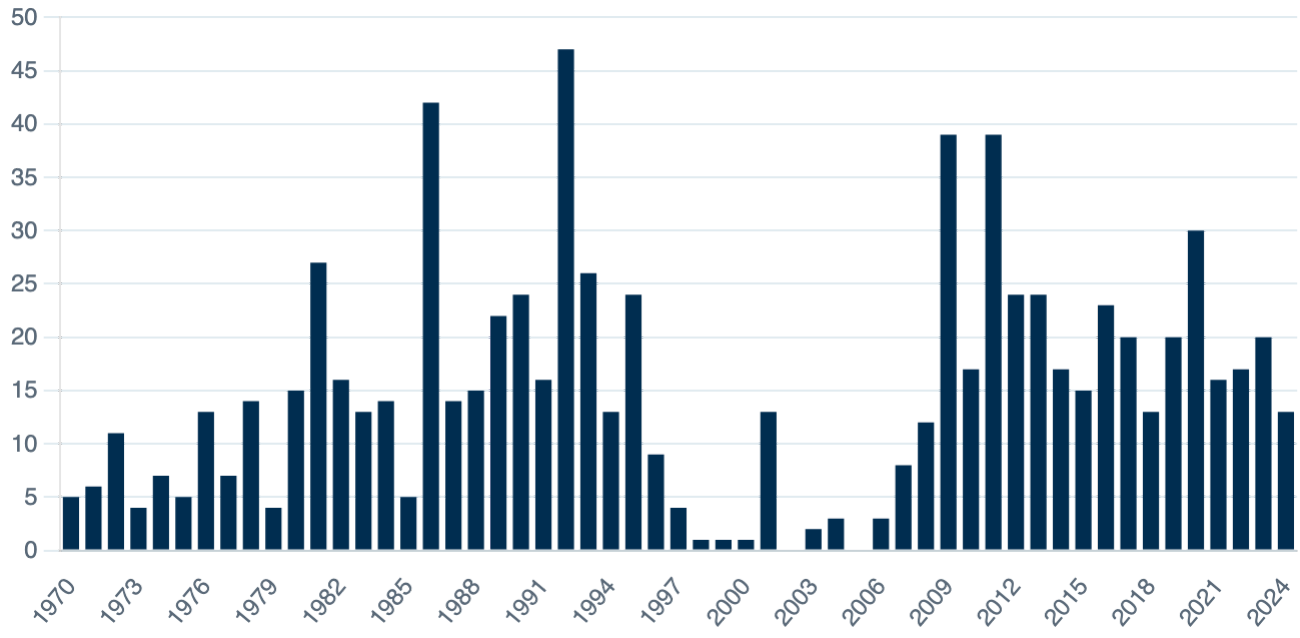
29
of 45 classes used

1925
first trademark filed

172
filed in the last 10 years

A portfolio built over time

RCL Foods filed its first South African trademark in 1925 and has filed 926 since; its busiest year was 1992, with 47 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

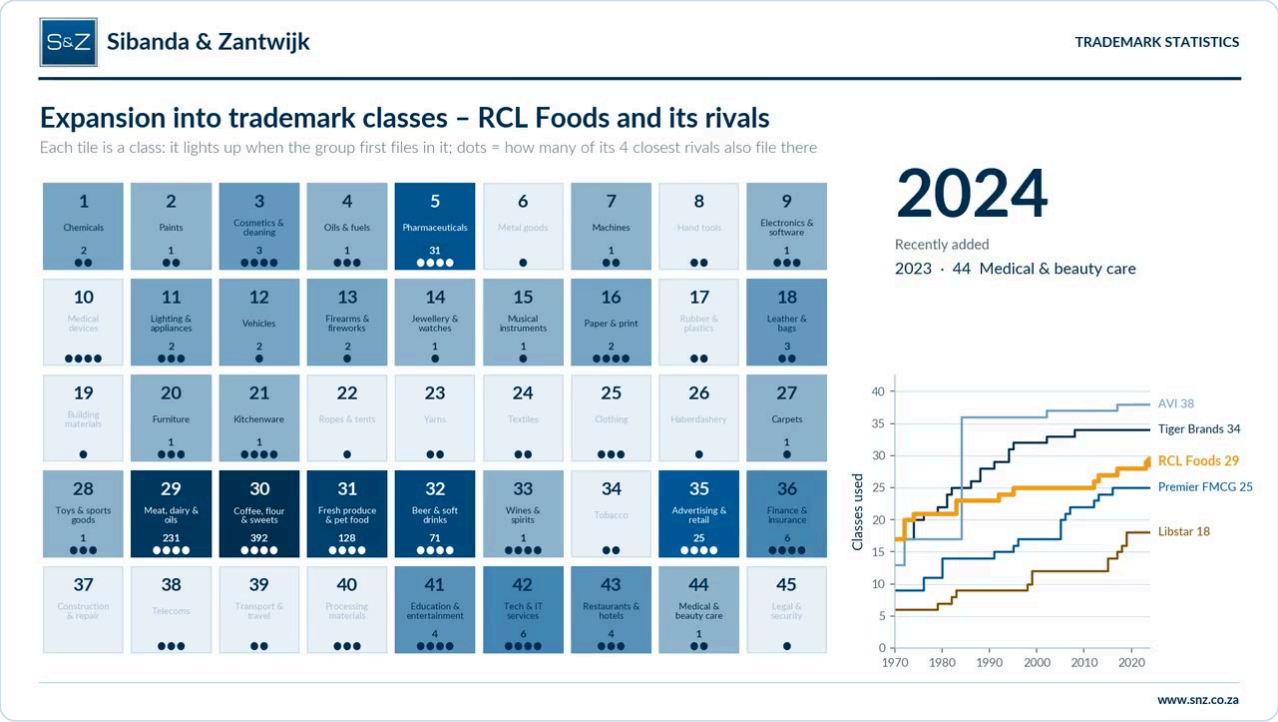
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Foodcorp	390	1939–2024
RCL Foods	365	1925–2024
RCL Group Services	289	1964–2024
Foodcorp Group	237	1950–2004
RCL Foods Sugar and Milling	14	1988–2022
Foodcorp Operations	9	1986–1987

Where RCL Foods expanded its business

Trademark classes show what a business sells. RCL Foods' portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), fresh produce & pet food (class 31). Its most recent moves were into medical & beauty care (2023), finance & insurance (2017), electronics & software (2013).

RCL 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/rcl-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	392	42.3%	1925
29	Meat, dairy & oils	231	24.9%	1925
31	Fresh produce & pet food	128	13.8%	1925
32	Beer & soft drinks	71	7.7%	1925
5	Pharmaceuticals	31	3.3%	1925
35	Advertising & retail	25	2.7%	1972
42	Tech & IT services	6	0.6%	1972
36	Finance & insurance	6	0.6%	2017

The brands RCL Foods protects most

The word marks and logo names RCL 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	NOLA	18	5	1949–2009
2	RUTO	13	11	1925–1974
3	FOODCORP	12	7	1992–1992
4	SVD HEALTH IN BALANCE	12	2	1992–1995
5	SUPREME~THE PROFESSIONAL BAKERS CHOICE~SINCE 1919	11	3	2012–2012
6	OUMA	10	8	1961–2003
7	SIMBA	9	9	1969–1969
8	MAGEU NUMBER 1 SMOOTH	7	2	2009–2014
9	SUNBAKE	7	2	1972–2009
10	TASTE THE MEMORIES	6	3	2024–2024
11	FF	5	5	1981–1981
12	FF FEDFOOD	5	5	1981–1981
13	MAKE LIVES BETTER, TOGETHER	5	5	2023–2023
14	WE GROW WHAT MATTERS	5	5	2023–2023
15	OUTSPAN	5	4	1962–1972

Logos filed most often (since 2020)



7 filings · 2 classes



5 filings · 2 classes



5 filings · 2 classes



5 filings · 2 classes



5 filings · 1 class



4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 1 class

RCL Foods' logos

The 22 different logos RCL 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



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class

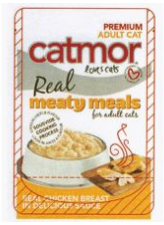


1 class



1 class

1 class



1 class

1 class

1 class



1 class

1 class

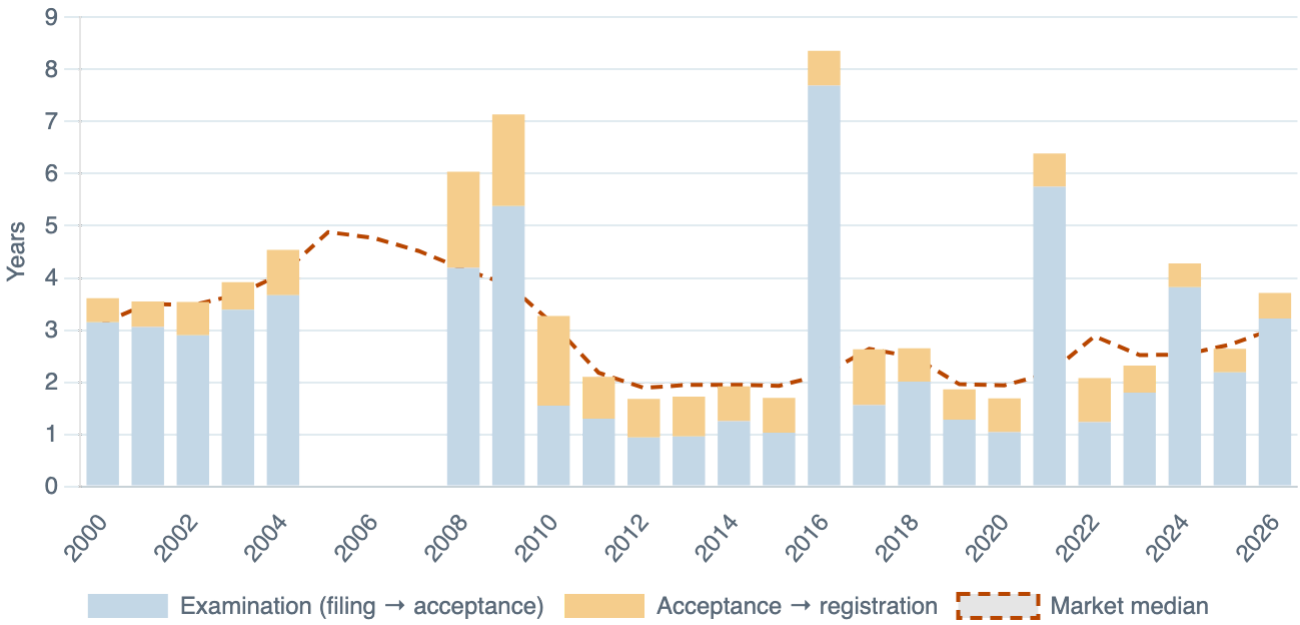


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, RCL Foods' marks took a median of **2.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



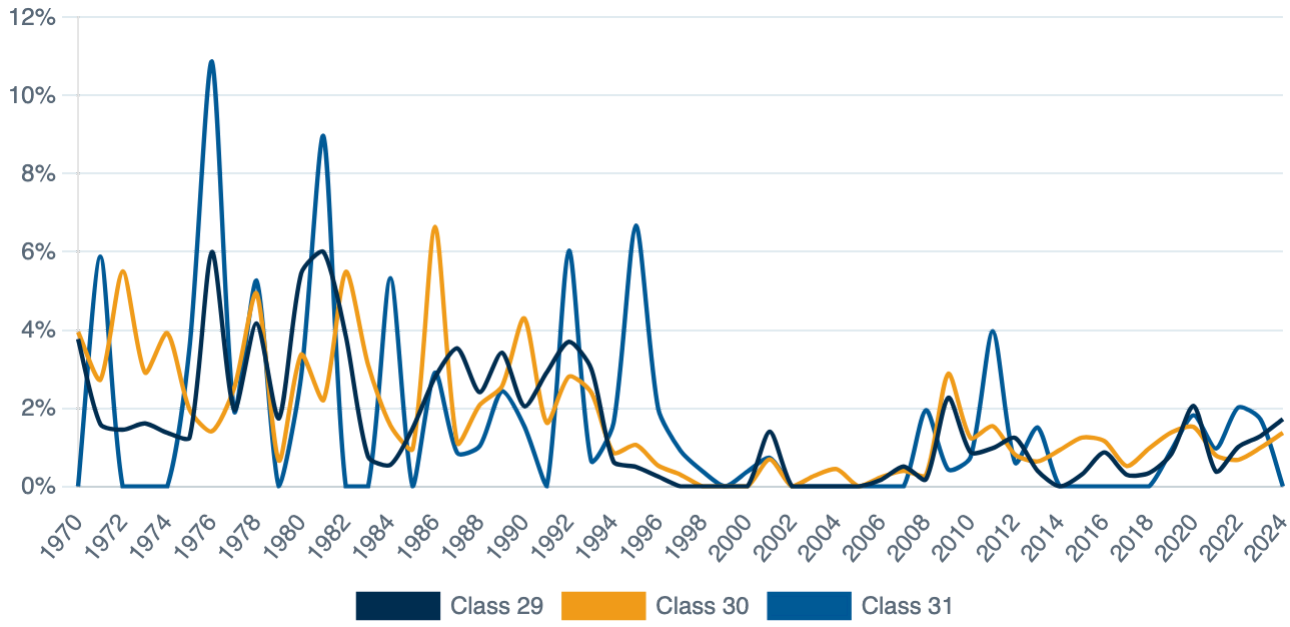
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in RCL Foods' classes

Ranked by **number of trademarks filed in RCL Foods' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows RCL Foods' market

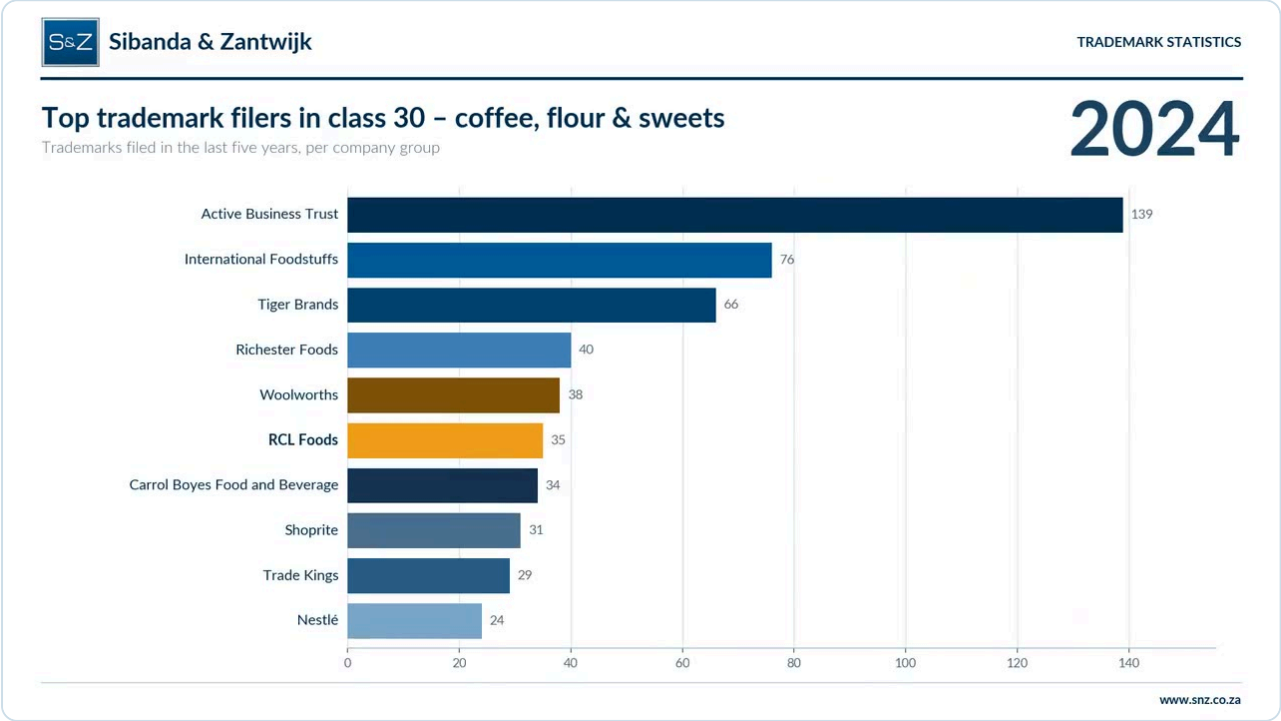
> position, not who is most like it.

In the last five years, RCL Foods was #6 of 1,368 filers in class 30 (coffee, flour & sweets), with 35 of 3,209 trademarks; #5 of 919 filers in class 29 (meat, dairy & oils), with 26 of 2,013 trademarks; #4 of 608 filers in class 31 (fresh produce & pet food), with 17 of 1,155 trademarks.



RCL 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: RCL Foods



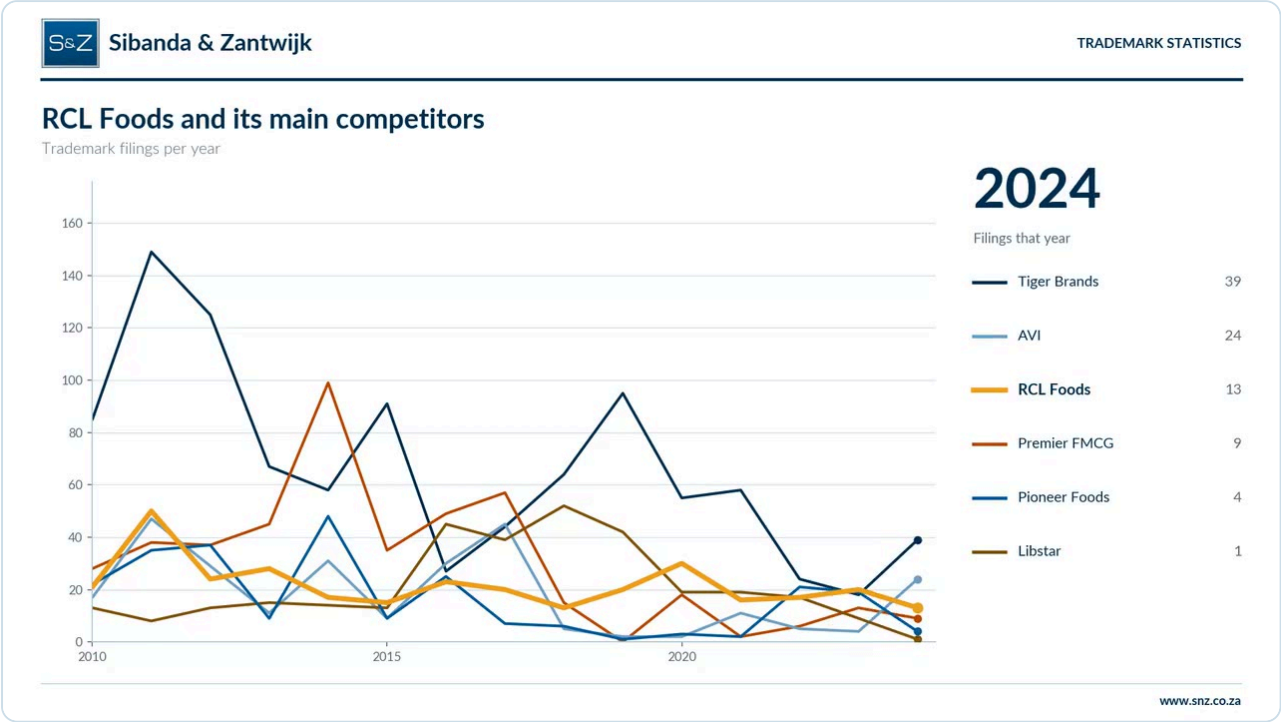
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/rcl-foods-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like RCL Foods

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

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

RCL 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/rcl-foods-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	91%
2	Premier FMCG	Direct competitor	81%
3	AVI	Direct competitor	79%
4	Libstar	Direct competitor	77%
5	Pioneer Foods	Direct competitor	77%
6	Nestlé	Direct competitor	76%
7	Unilever	Direct competitor	76%
8	PepsiCo	Direct competitor	75%
9	Active Business Trust	Direct competitor	74%
10	Trade Kings	Direct competitor	73%

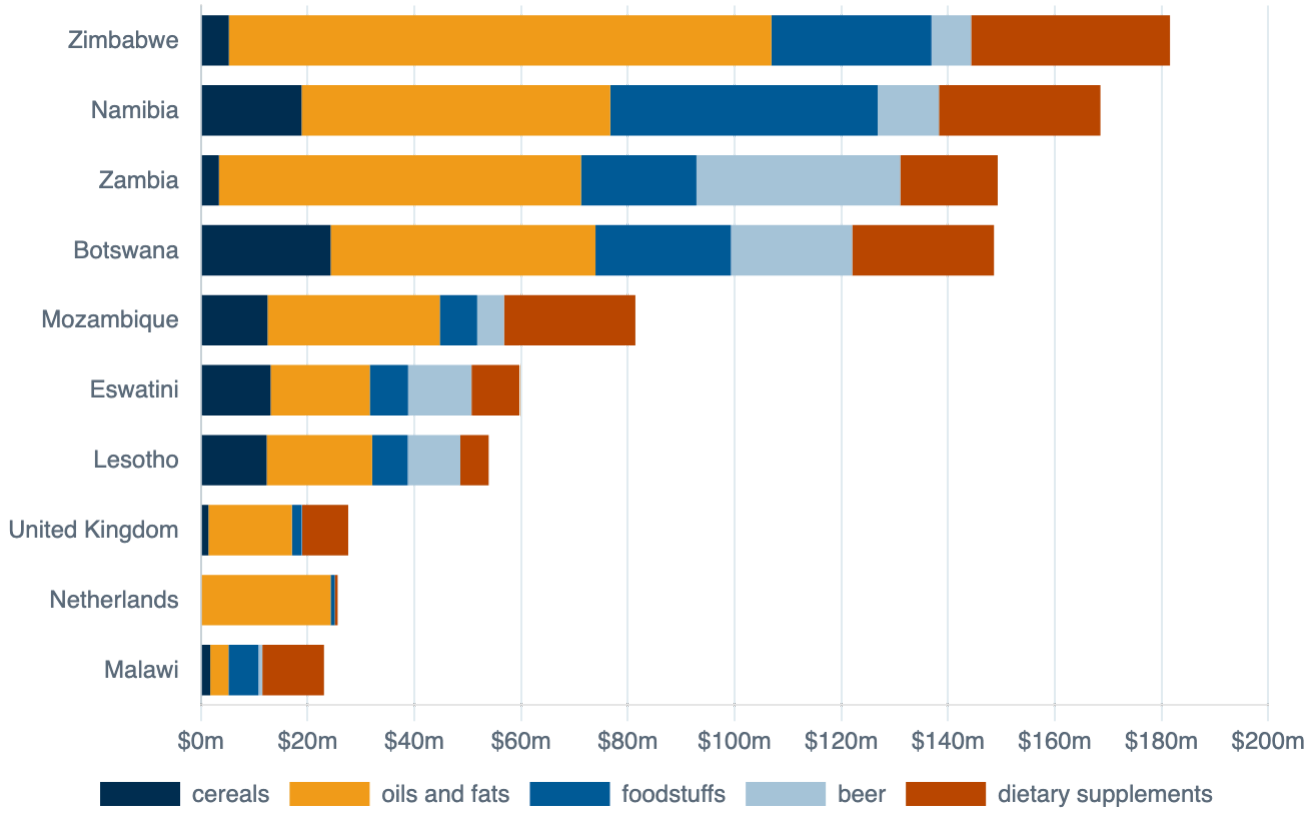
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

RCL Foods – relevant export countries

South Africa exported **US$4.1 billion** of the goods RCL Foods' main classes cover in the last year – cereals; confectionery; flour; bread (class 30); oils and fats; meat; fish; poultry and game (class 29); foodstuffs; animals; pet food; treats (class 31); beer; fruit juices; syrups; alcoholic beverages (class 32); dietary supplements; pharmaceuticals; veterinary preparations; disinfectants (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where RCL Foods' trademarks matter most.

Where South Africa exports RCL Foods' top goods

RCL Foods' trademarks most often cover cereals, oils and fats, foodstuffs, beer and dietary supplements. South Africa's ten largest export markets for these goods took **79%** 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 RCL 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	82	US$572 m	+2%	National	US$2,388
2	United States of America	72	US$180 m	+0%	National	US$3,425
3	China	70	US$64 m	-7%	National	US$1,224
4	United Kingdom	68	US$69 m	+1%	National	US$1,371
5	Japan	63	US$39 m	-5%	National	US$1,774
6	Switzerland	60	US$7.9 m	+19%	National	US$1,660
7	Zimbabwe	60	US$328 m	+25%	ARIPO	US$450
8	Mozambique	59	US$283 m	+14%	ARIPO	US$450
9	Botswana	56	US$344 m	-4%	ARIPO	US$450
10	Lesotho	56	US$212 m	-3%	National	US$326

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	60	US$328 m	+25%	ARIPO	US$450 S&Z
2	Mozambique	59	US$283 m	+14%	ARIPO	US$450 S&Z
3	Botswana	56	US$344 m	-4%	ARIPO	US$450 S&Z
4	Lesotho	56	US$212 m	-3%	National	US$326
5	Nigeria	55	US$30 m	-8%	National	US$1,015 S&Z
6	Malawi	55	US$61 m	+38%	ARIPO	US$450 S&Z
7	OAPI (17 states)	54	US$35 m	+5%	National	US$1,563 S&Z
8	Eswatini	53	US$155 m	-6%	National	US$446
9	Egypt	53	US$16 m	-2%	National	US$2,278
10	Tanzania	52	US$24 m	-3%	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)
NOLA	5	US$1,015	US$1,563
RUTO	11	US$2,233	US$2,671
FOODCORP	7	US$1,421	US$1,932
SVD HEALTH IN BALANCE	2	US$406	US$1,009
SUPREME~THE PROFESSIONAL BAKERS CHOICE~SINCE 1919	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 RCL Foods' five most-filed brands: word marks of **other companies** (not RCL 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 NOLA (classes 29, 30, 31, 32, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to RUTO (classes 5, 29, 30, 31, 32; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FOODCORP (classes 12, 18, 29, 30, 31, 32, 35; searched 2025-09-25 to 2026-11-07)

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

Similar to SVD HEALTH IN BALANCE (classes 5, 31; searched 2018-06-27 to 2026-11-07)

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

Similar to SUPREME~THE PROFESSIONAL BAKERS CHOICE~SINCE 1919 (classes 13, 29, 30; searched 2018-02-28 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

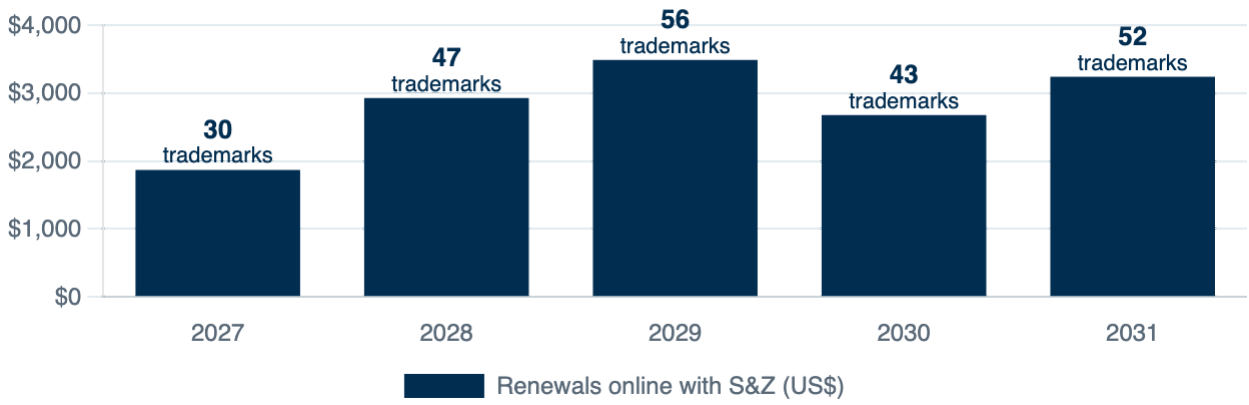
S&Z prices – South African trademarks

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$.

RCL Foods' next five years of renewals

228 of RCL Foods' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$14,202** over the five years.



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