RFG Foods – South African trademarks

Updated 8 November 2026

RFG Foods (Rhodes Food Group) is a South African food company. Its brands include Rhodes Quality, Bull Brand, Hinds and Pakco, covering canned fruit, vegetables, ready meals and juices.

How RFG 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.

#339
largest trademark owner in South Africa (of 121,626)

174
trademarks filed

4
different logos published since 2020

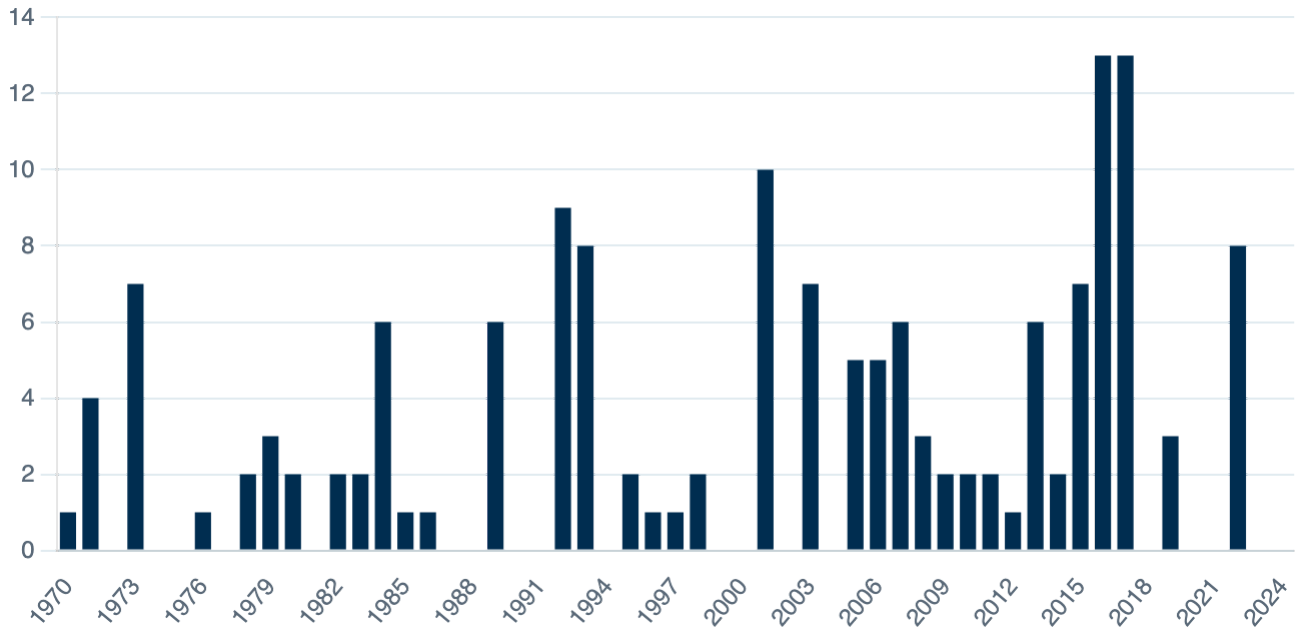
12
of 45 classes used

1931
first trademark filed

37
filed in the last 10 years

A portfolio built over time

RFG Foods filed its first South African trademark in 1931 and has filed 174 since; its busiest year was 2016, with 13 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

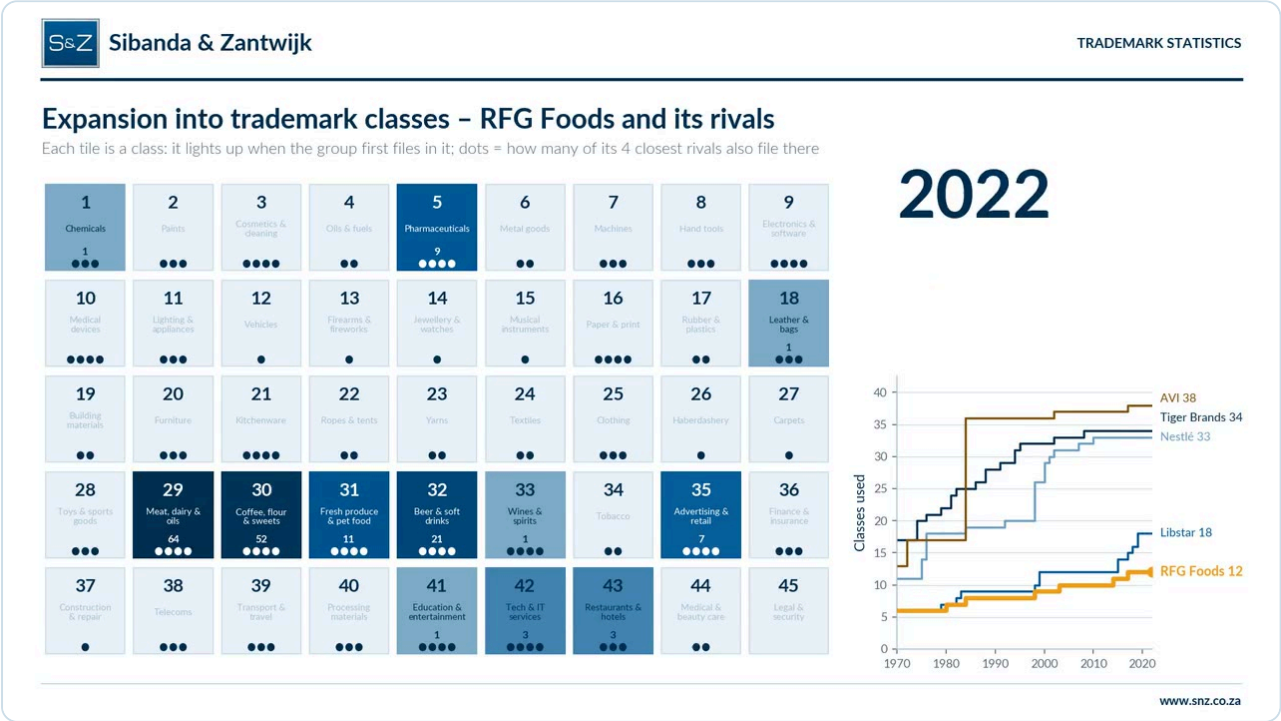
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Rhodes Food Group	219	1954–2019
RFG Foods	91	1931–2022
New Adventure Investment 30	2	2008–2008

Where RFG Foods expanded its business

Trademark classes show what a business sells. RFG Foods' portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), beer & soft drinks (class 32). Its most recent moves were into restaurants & hotels (2017), education & entertainment (2014), advertising & retail (2003).

RFG Foods trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/rfg-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
29 Meat, dairy & oils	64	36.8%	1931
30 Coffee, flour & sweets	52	29.9%	1956
32 Beer & soft drinks	21	12.1%	1962
31 Fresh produce & pet food	11	6.3%	1957
5 Pharmaceuticals	9	5.2%	1959
35 Advertising & retail	7	4.0%	2003
42 Tech & IT services	3	1.7%	1984
43 Restaurants & hotels	3	1.7%	2017

The brands RFG Foods protects most

The word marks and logo names RFG 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	RHODES QUALITY	9	5	2003–2022
2	PAKCO	8	4	1992–2019
3	HINDS	7	5	1959–1973
4	PORTOBELLO	7	5	2005–2006
5	RHODES	7	5	1993–2016
6	RFF	6	4	1978–1993
7	DIAMOND BRAND RFF	6	3	2001–2001
8	RFG	5	5	2016–2016
9	RHODES FOOD GROUP	5	5	2001–2003
10	MAGPIE	5	2	1992–2011
11	RHODES QUALITY SQUISH	4	4	2016–2016
12	SQUISH	4	4	2015–2015
13	GANT'S	4	3	1989–2017
14	TROTTERS	4	3	1959–1973
15	BULL BRAND	4	2	1954–2016

Logos filed most often (since 2020)



15 filings · 5 classes



6 filings · 4 classes



2 filings · 2 classes



1 filing · 1 class

RFG Foods' logos

The 4 different logos RFG 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.



5 classes



4 classes



2 classes

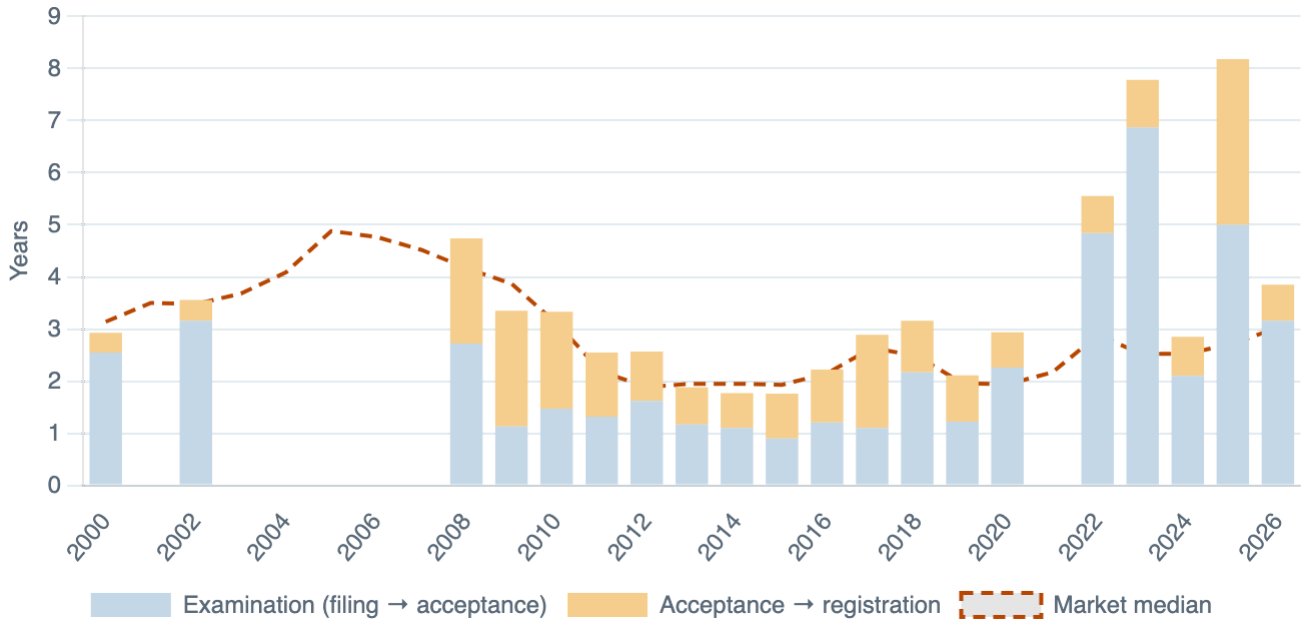


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, RFG Foods' marks took a median of **6.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

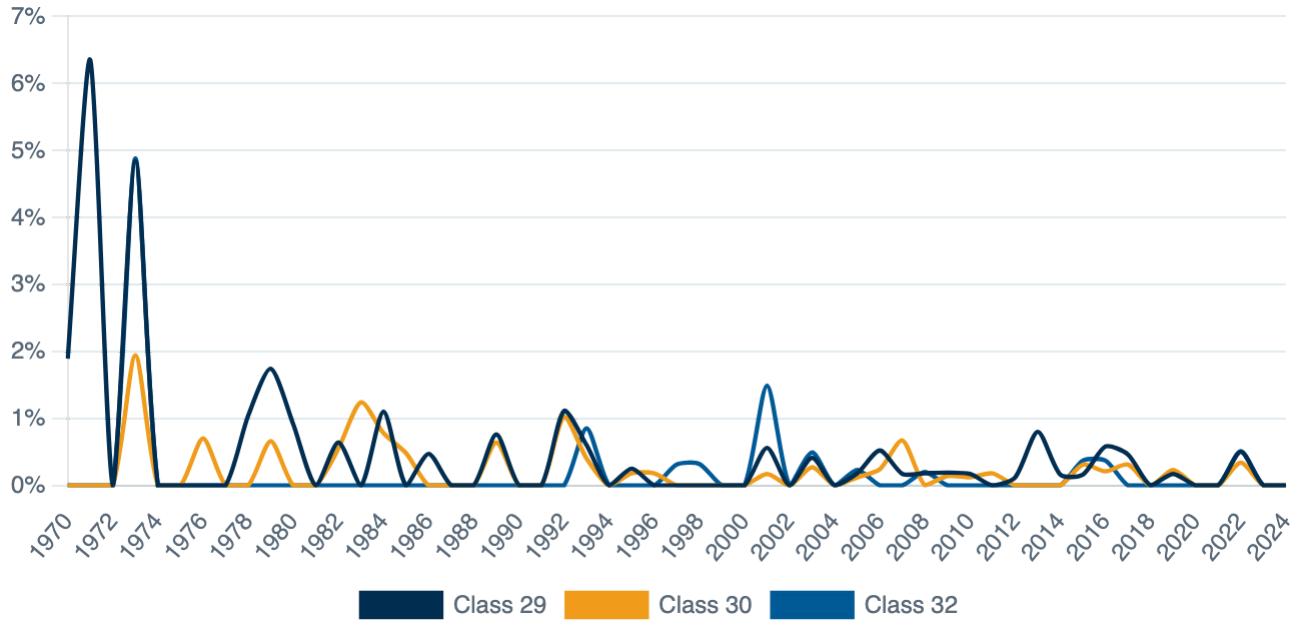


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in RFG Foods' classes

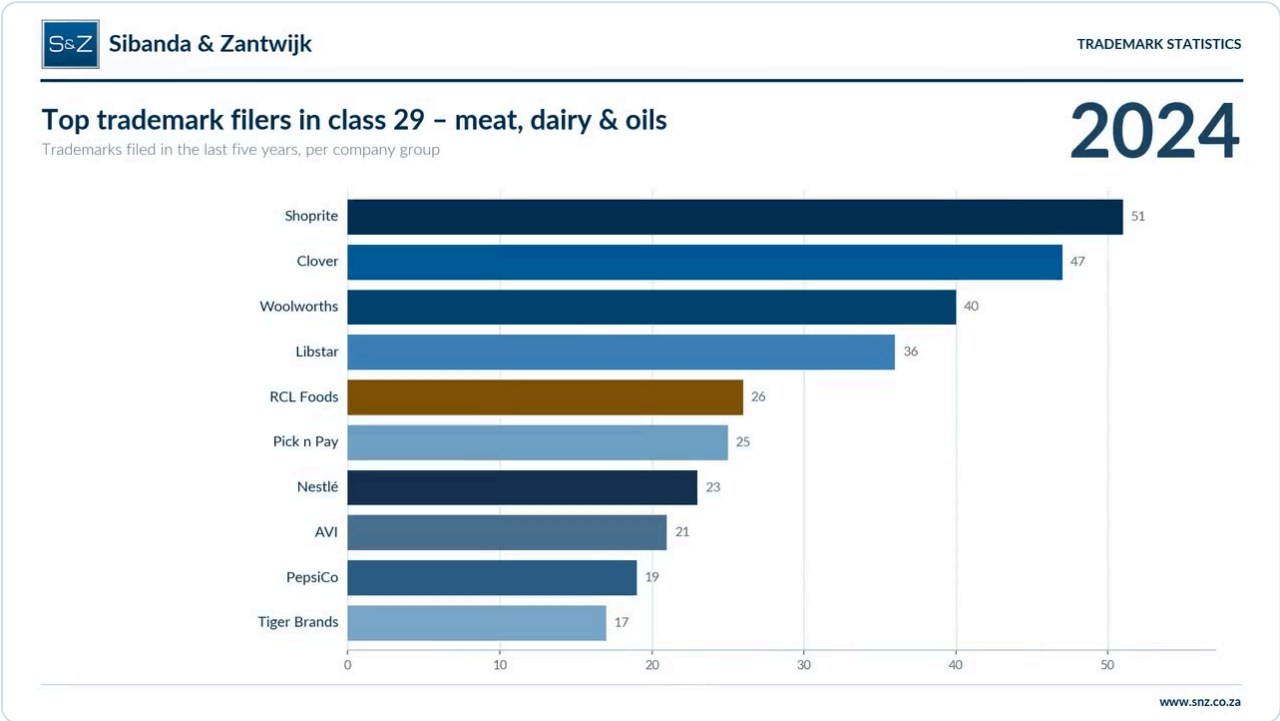
> Ranked by **number of trademarks filed in RFG Foods' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows RFG Foods' market position, not who is most like it.

In the last five years, RFG Foods was **#221** of 919 filers in class 29 (meat, dairy & oils), with 2 of 2,013 trademarks; **#301** of 1,368 filers in class 30 (coffee, flour & sweets), with 2 of 3,209 trademarks; **#211** of 905 filers in class 32 (beer & soft drinks), with 2 of 1,804 trademarks.



RFG Foods' 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: RFG Foods



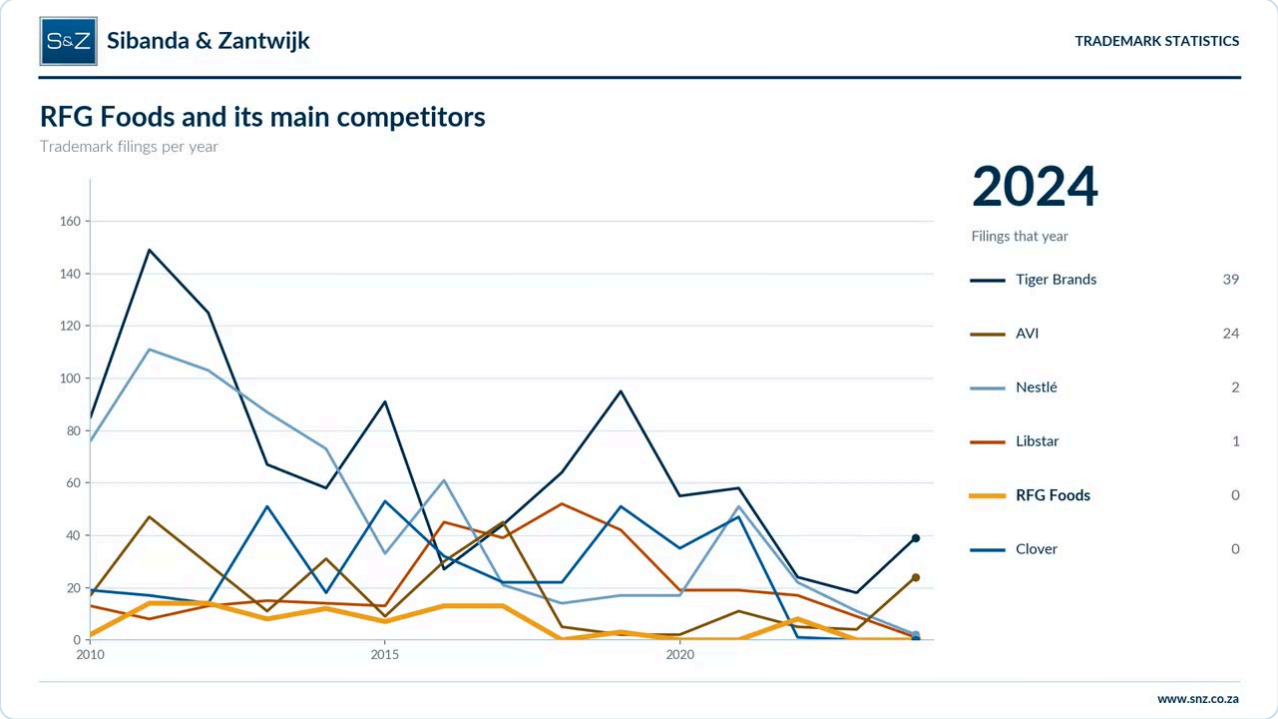
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/rfg-foods-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like RFG Foods

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

RFG Foods' closest competitors in South Africa are Tiger Brands, Libstar, Nestlé and AVI.

RFG 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/rfg-foods-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	78%
2	Libstar	Direct competitor	76%
3	Nestlé	Direct competitor	74%
4	AVI	Direct competitor	74%
5	Clover	Direct competitor	72%
6	Danone	Direct competitor	72%
7	Pioneer Foods	Direct competitor	72%
8	PepsiCo	Direct competitor	71%
9	Nando's	Related field	73%
10	Pick n Pay	Retailer's own brands	99%

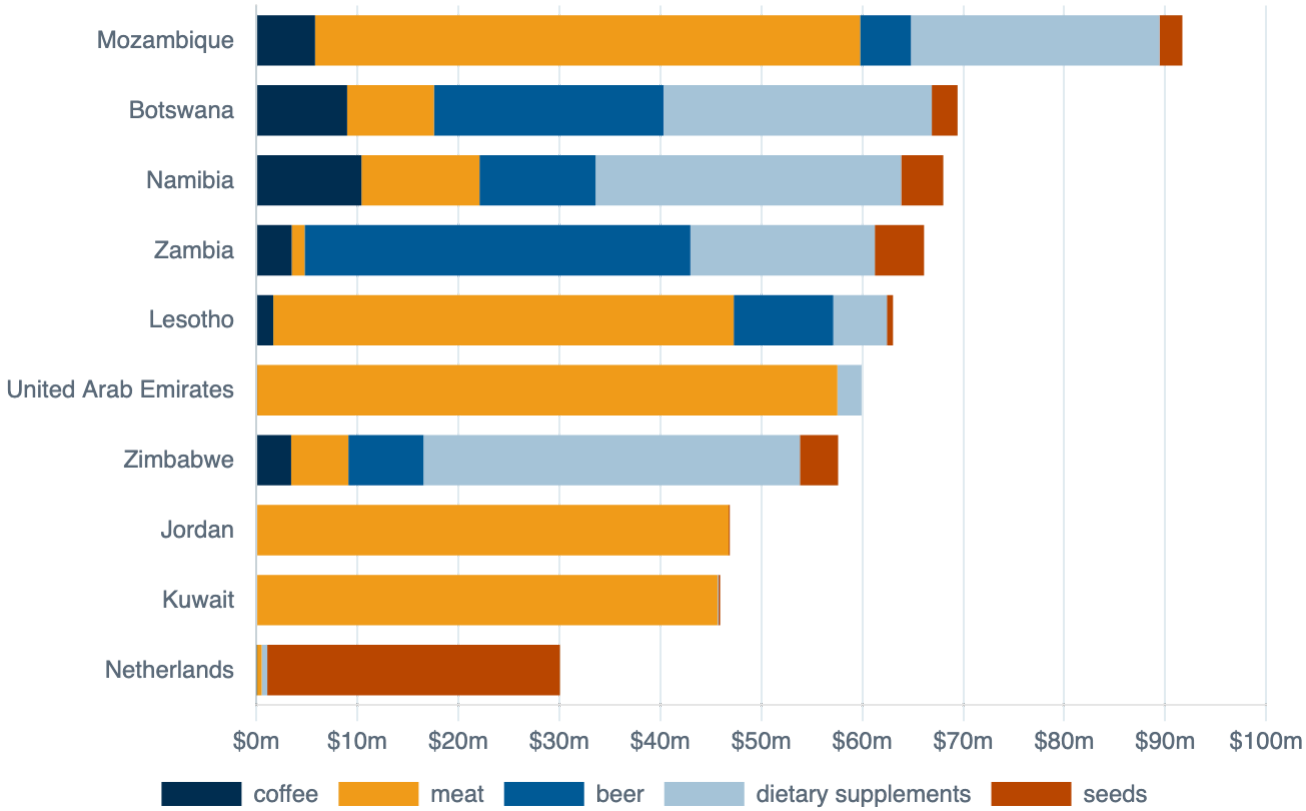
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

RFG Foods – relevant export countries

South Africa exported **US$9.1 billion** of the goods RFG Foods' main classes cover in the last year – meat; fish; jams; eggs (class 29); coffee; bread; spices; honey (class 30); beer; fruit juices; syrups; mineral and aerated waters (class 32); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); dietary supplements; adapted; dietetic substances; pharmaceuticals (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where RFG Foods' trademarks matter most.

Where South Africa exports RFG Foods' top goods

RFG Foods' trademarks most often cover coffee, meat, beer, dietary supplements and seeds. 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 RFG 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$2.6 billion	+4%	National	US$2,388
2	China	72	US$467 m	-1%	National	US$1,224
3	United Kingdom	71	US$792 m	+2%	National	US$1,371
4	United States of America	70	US$432 m	+3%	National	US$3,425
5	Japan	62	US$74 m	-7%	National	US$1,774
6	Canada	60	US$200 m	-1%	National	US$2,192
7	Russian Federation	60	US$256 m	+0%	National	US$1,915
8	Hong Kong SAR	56	US$88 m	+1%	National	US$1,715
9	Philippines	56	US$53 m	+4%	National	US$1,526
10	Nigeria	55	US$70 m	-12%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	55	US$70 m	-12%	National	US$1,015 S&Z
2	OAPI (17 states)	54	US$116 m	+3%	National	US$1,563 S&Z
3	Mozambique	52	US$317 m	+3%	ARIPO	US$450 S&Z
4	Lesotho	52	US$164 m	+2%	National	US$326
5	Malawi	51	US$36 m	-2%	ARIPO	US$450 S&Z
6	Algeria	51	US$4.6 m	+25%	National	US$1,445
7	Zimbabwe	51	US$205 m	+6%	ARIPO	US$450 S&Z
8	Egypt	51	US$16 m	-1%	National	US$2,278
9	Eswatini	50	US$159 m	-4%	National	US$446
10	Botswana	49	US$371 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)
RHODES QUALITY	5	US$1,015	US$1,563
PAKCO	4	US$812	US$1,378
HINDS	5	US$1,015	US$1,563
PORTOBELLO	5	US$1,015	US$1,563
RHODES	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 RFG Foods' five most-filed brands: word marks of **other companies** (not RFG 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 RHODES QUALITY (classes 5, 29, 30, 31, 32; searched 2018-01-31 to 2026-11-08)

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

Similar to PAKCO (classes 29, 30, 31, 42; searched 2025-11-26 to 2026-11-08)

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

Similar to HINDS (classes 1, 5, 29, 30, 32; searched 2019-04-24 to 2026-11-08)

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

Similar to PORTOBELLO (classes 29, 30, 31, 32, 35; searched 2020-05-27 to 2026-11-08)

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

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

No confusingly similar marks of other companies found.

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

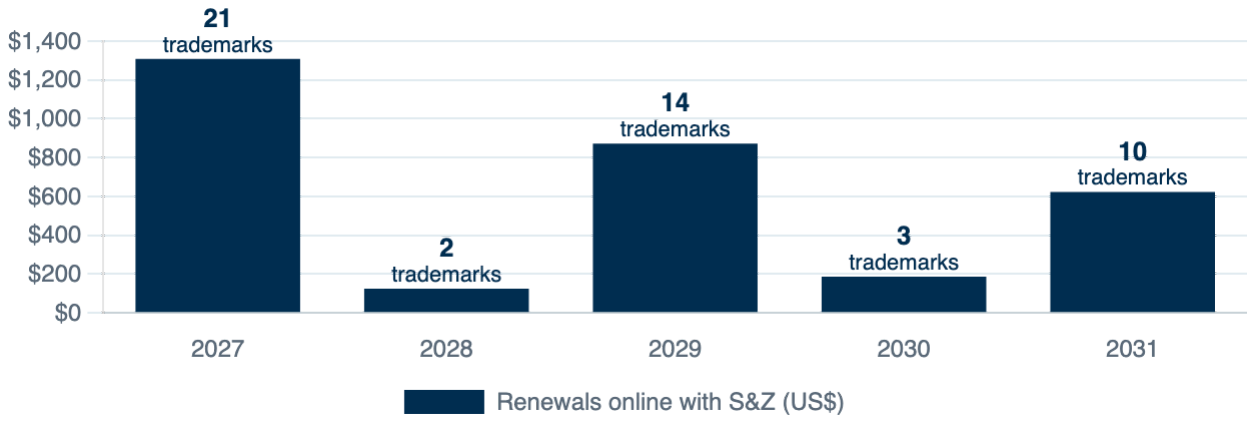
S&Z prices – South African trademarks

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$.

RFG Foods' next five years of renewals

50 of RFG Foods' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,115 over the five years.



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