Spier – South African trademarks

Updated 8 November 2026

Spier is a historic wine farm in Stellenbosch. It produces Spier wines and also runs a hotel, restaurants and events.

How Spier 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.

#410
largest trademark owner in South Africa (of 121,626)

145
trademarks filed

6
different logos published since 2020

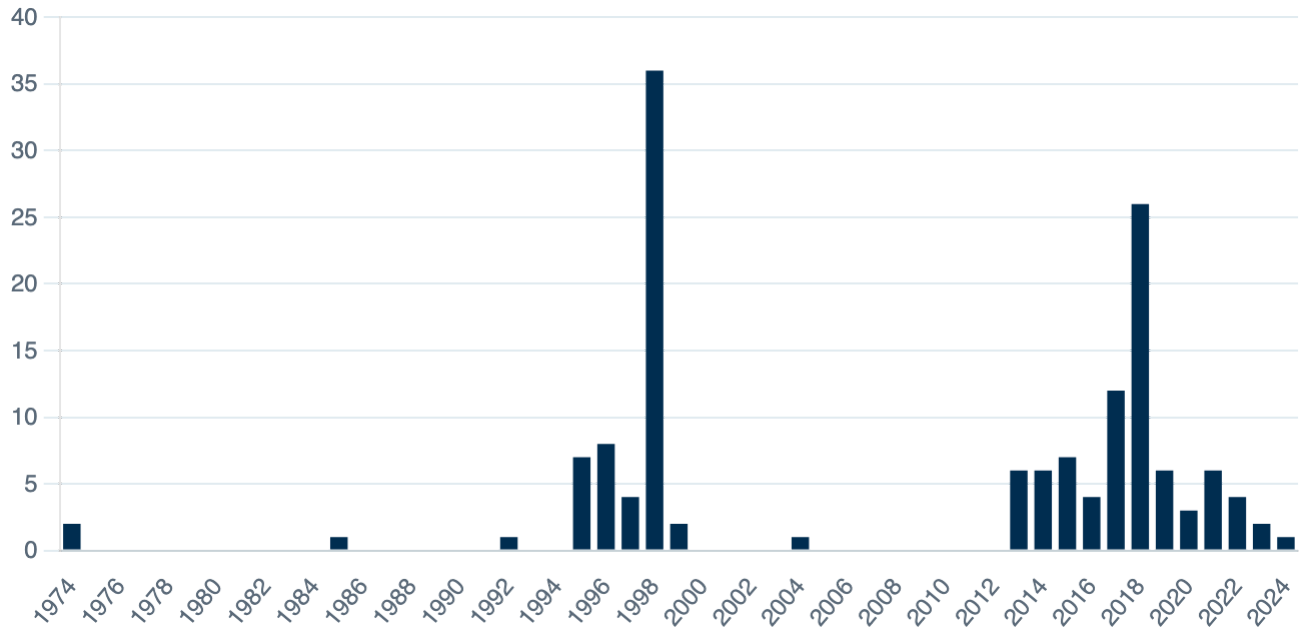
40
of 45 classes used

1974
first trademark filed

64
filed in the last 10 years

A portfolio built over time

Spier filed its first South African trademark in 1974 and has filed 145 since; its busiest year was 1998, with 36 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

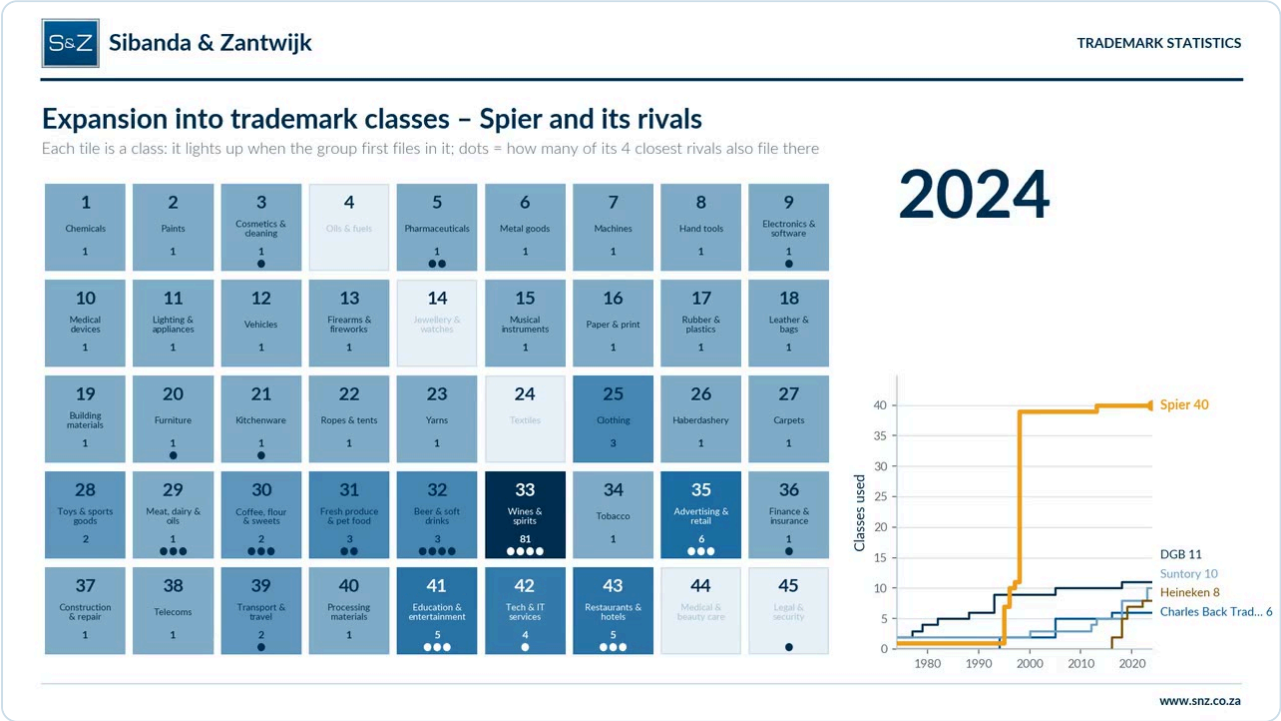
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Spier	224	1974–2024
Spier Farm and Management	1	2021–2021

Where Spier expanded its business

Trademark classes show what a business sells. Spier's portfolio is concentrated in wines & spirits (class 33), advertising & retail (class 35), restaurants & hotels (class 43). Its most recent moves were into restaurants & hotels (2013), chemicals (1998), electronics & software (1998).

Spier trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spier-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	81	55.9%	1974
35 Advertising & retail	6	4.1%	1998
43 Restaurants & hotels	5	3.4%	2013
41 Education & entertainment	5	3.4%	1997
42 Tech & IT services	4	2.8%	1996
31 Fresh produce & pet food	3	2.1%	1996
32 Beer & soft drinks	3	2.1%	1995
25 Clothing	3	2.1%	1995

The brands Spier protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SPIER	47	39	1974–1998
2	GROWING FOR GOOD	5	5	2018–2018
3	SPIER WERF	4	4	2017–2017
4	SAVANHA	3	2	1996–1996
5	A PINO MENTO	2	2	2014–2014
6	BUITEPOST	2	2	2018–2018
7	CORAL & VINE	2	2	2021–2021
8	DEVICE	2	2	2013–2013
9	DUMISANI	2	2	1999–1999
10	SPIER CO.LLECTION	2	2	2018–2018
11	AFRICA CLASSIC	1	1	1996–1996
12	AFROVINO	1	1	2021–2021
13	ANGELAE	1	1	2016–2016
14	APPASSIMENTO 1692 SPIER	1	1	2014–2014
15	ARTS PAINTING	1	1	2015–2015

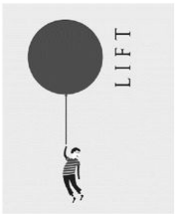
Logos filed most often (since 2020)



5 filings · 5 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Spier's logos

The 6 different logos Spier 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

1 class

1 class

1 class

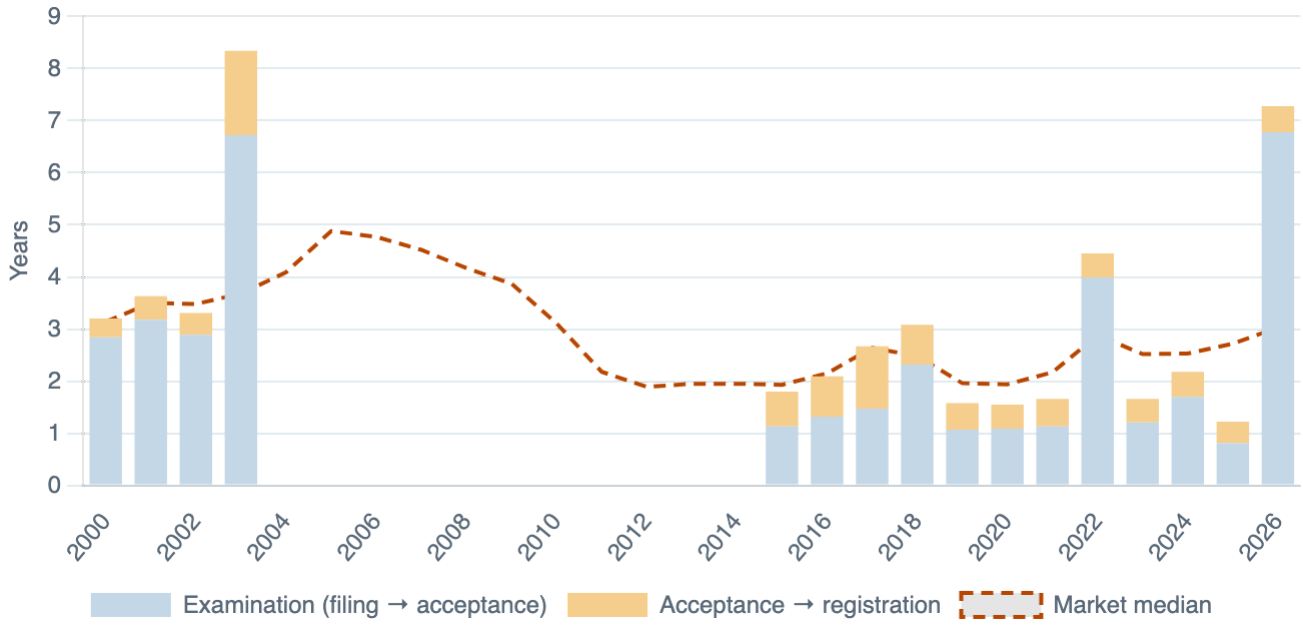
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Spier's marks took a median of **2.1 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.

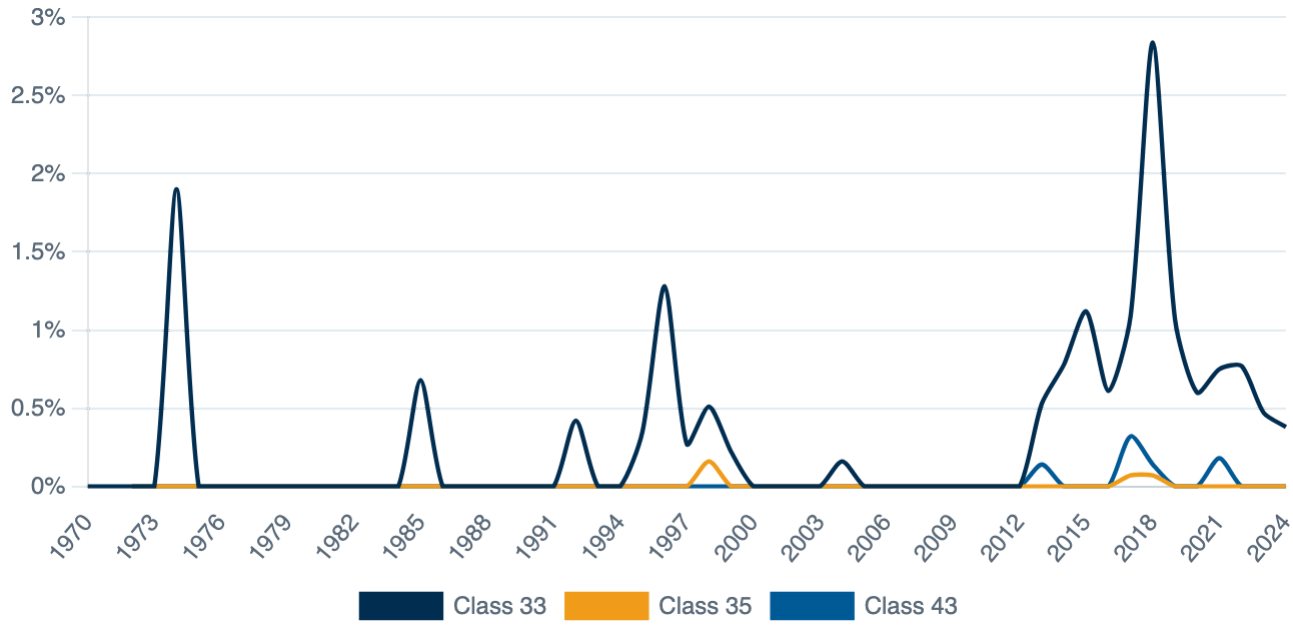


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Spier's classes

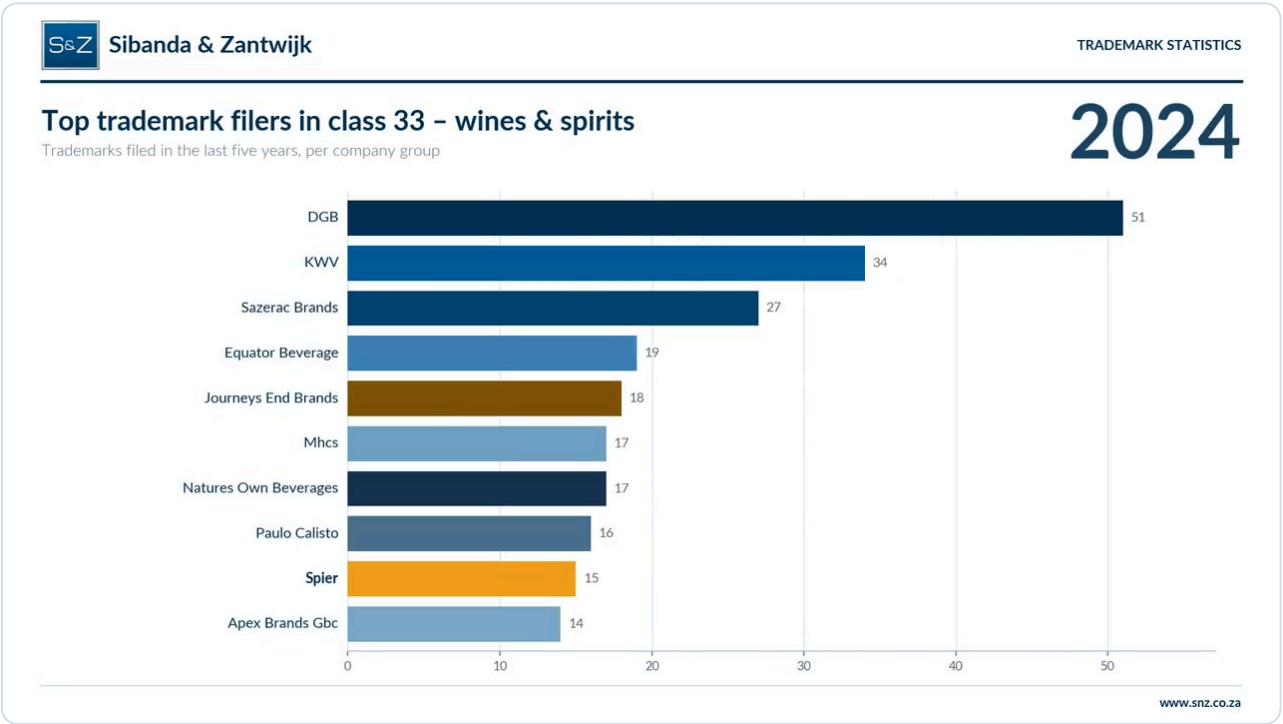
> Ranked by **number of trademarks filed in Spier's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Spier's market position, not who is most like it.

In the last five years, Spier was **#9** of 1,088 filers in class 33 (wines & spirits), with 15 of 2,324 trademarks; **#758** of 1,259 filers in class 43 (restaurants & hotels), with 1 of 2,216 trademarks.



Spier'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: Spier



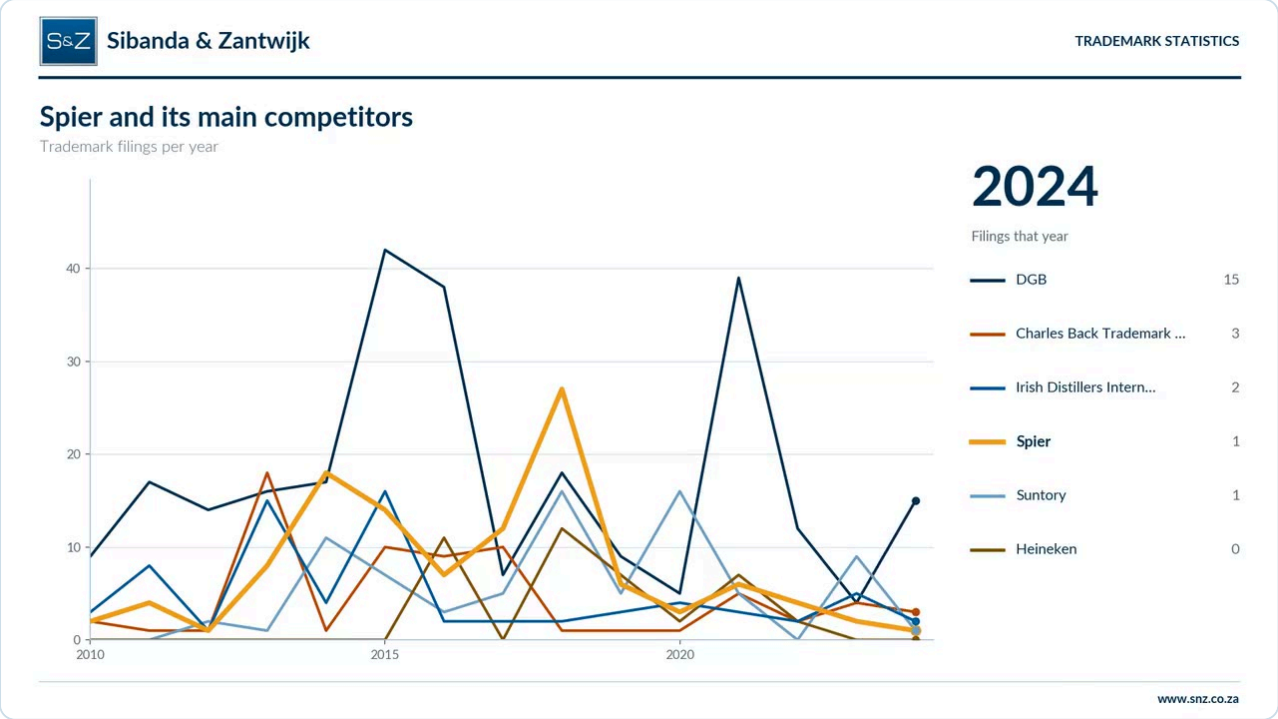
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spier-south-african-trademarks/class-33-race-video.html

Main competitors – the companies most like Spier

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

Spier's closest competitors in South Africa are DGB, Charles Back Trademark Trust, Suntory and Heineken.

Spier 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/spier-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	Direct competitor	100%
2	Charles Back Trademark Trust	Direct competitor	88%
3	Suntory	Direct competitor	82%
4	Heineken	Direct competitor	81%
5	Irish Distillers International	Direct competitor	76%
6	KWV	Direct competitor	76%
7	Distell	Direct competitor	76%
8	Time Being of the Aj and F Charnaud Tru...	Direct competitor	76%
9	Pernod Ricard	Direct competitor	76%
10	Sazerac Brands	Direct competitor	70%

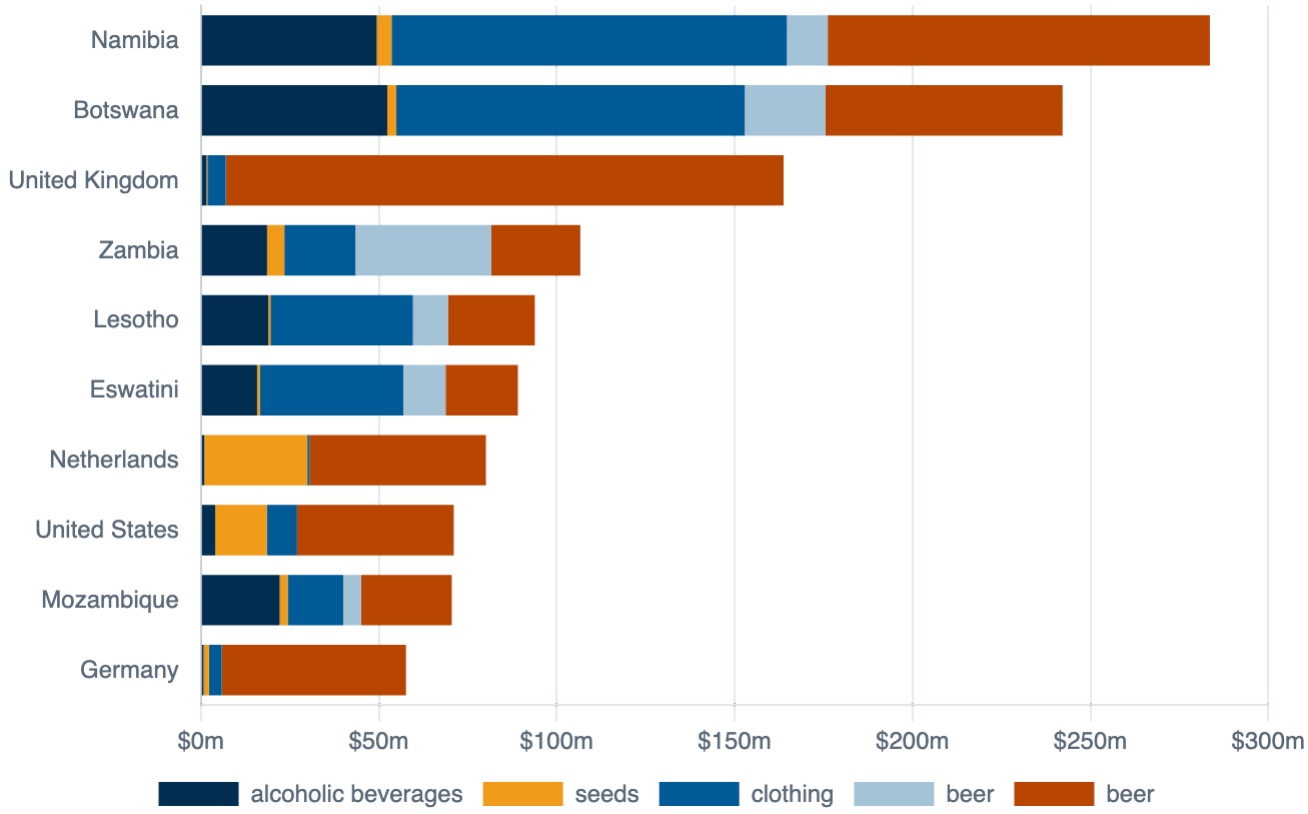
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Spier – relevant export countries

South Africa exported **US$7.9 billion** of the goods Spier's main classes cover in the last year – alcoholic beverages; beer; wine; alcoholic preparations (class 33); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); beer; non-alcoholic beverages; energy drinks (class 32); clothing; footwear; headgear; apparel (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Spier's trademarks matter most.

Where South Africa exports Spier's top goods

Spier's trademarks most often cover alcoholic beverages, seeds, clothing, beer and beer. South Africa's ten largest export markets for these goods took **67%** 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 Spier'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, 4 CLASSES
1	European Union	82	US$2.4 billion	+1%	National	US$2,123
2	United Kingdom	72	US$911 m	-3%	National	US$1,192
3	United States of America	69	US$323 m	-7%	National	US$2,750
4	Canada	62	US$224 m	-4%	National	US$1,907
5	Japan	61	US$65 m	-4%	National	US$1,481
6	Russian Federation	61	US$249 m	+9%	National	US$1,703
7	Switzerland	59	US$53 m	-1%	National	US$1,390
8	Hong Kong SAR	58	US$73 m	+6%	National	US$1,412
9	Australia	57	US$17 m	-4%	National	US$2,020
10	China	56	US$446 m	+5%	National	US$984

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Nigeria	55	US$53 m	-18%	National	US$812 S&Z
2	OAPI (17 states)	54	US$86 m	+5%	National	US$1,378 S&Z
3	Namibia	53	US$356 m	+5%	ARIPO	US$397 S&Z
4	Algeria	51	US$3.5 m	+22%	National	US$1,302
5	Botswana	49	US$332 m	-4%	ARIPO	US$397 S&Z
6	Mauritius	44	US$49 m	+4%	National	US$1,021
7	Dem. Rep. of the Congo	44	US$27 m	+2%	National	US$1,650
8	Gambia	43	US$1.1 m	+16%	ARIPO	US$397 S&Z
9	Liberia	43	US$1.0 m	+3%	ARIPO	US$397 S&Z
10	Ghana	41	US$22 m	+8%	National	US$4,430

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 4 classes; ARIPO costs are per country, plus US$290 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)
SPIER	39	US$7,917	US$7,842
GROWING FOR GOOD	5	US$1,015	US$1,563
SPIER WERF	4	US$812	US$1,378
SAVANHA	2	US$406	US$1,009
A PINO MENTO	2	US$406	US$1,009

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 Spier's five most-filed brands: word marks of **other companies** (not Spier'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 SPIER (classes 33, 35, 41, 42; searched 2018-01-31 to 2026-11-08)

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

Similar to GROWING FOR GOOD (classes 31, 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 SPIER WERF (classes 33, 35, 41, 43; searched 2018-04-25 to 2026-11-08)

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

Similar to SAVANHA (classes 33, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to A PINO MENTO (classes 32, 33; searched 2018-09-26 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

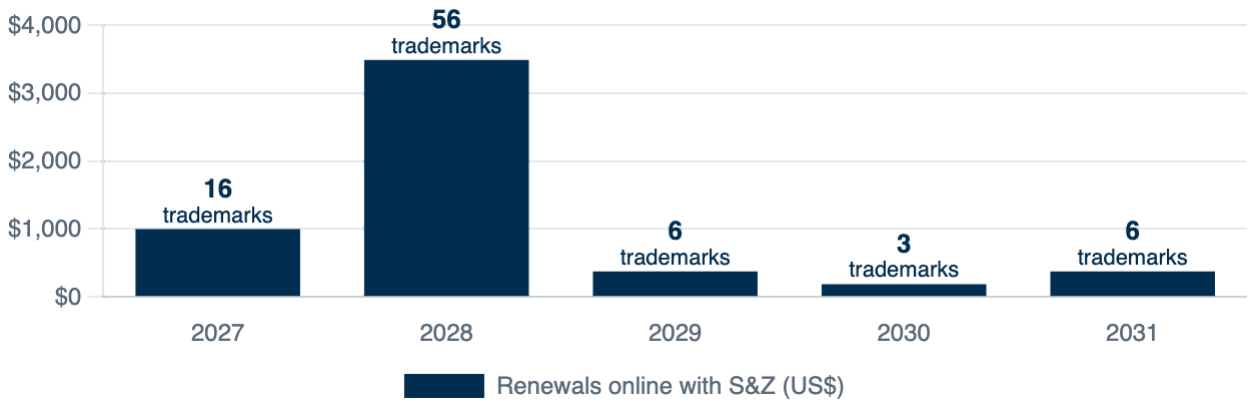
S&Z prices – South African trademarks

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$.

Spier's next five years of renewals

87 of Spier's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,420 over the five years.



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