Spur – South African trademarks

Updated 8 November 2026

Spur Corporation is a JSE-listed South African restaurant group. Its brands include Spur Steak Ranches, Panarottis, John Dory's, RocoMamas and Doppio Zero.

How Spur 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.

#198
largest trademark owner in South Africa (of 121,626)

306
trademarks filed

10
different logos published since 2020

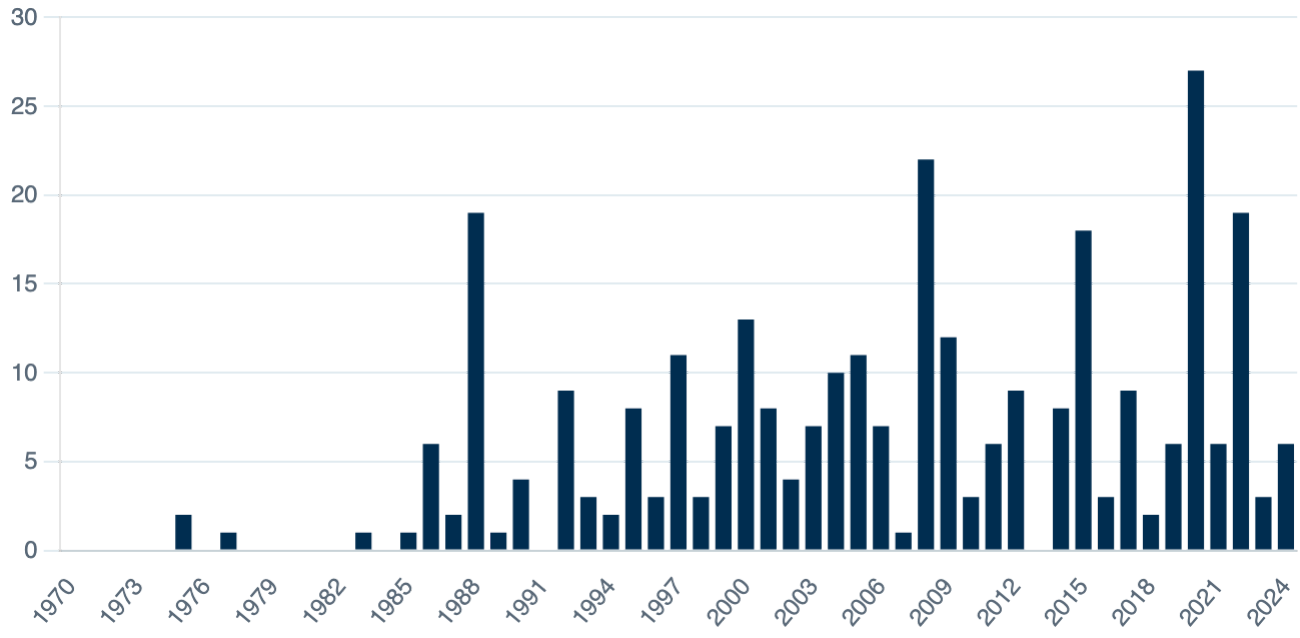
12
of 45 classes used

1963
first trademark filed

81
filed in the last 10 years

A portfolio built over time

Spur filed its first South African trademark in 1963 and has filed 306 since; its busiest year was 2020, with 27 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

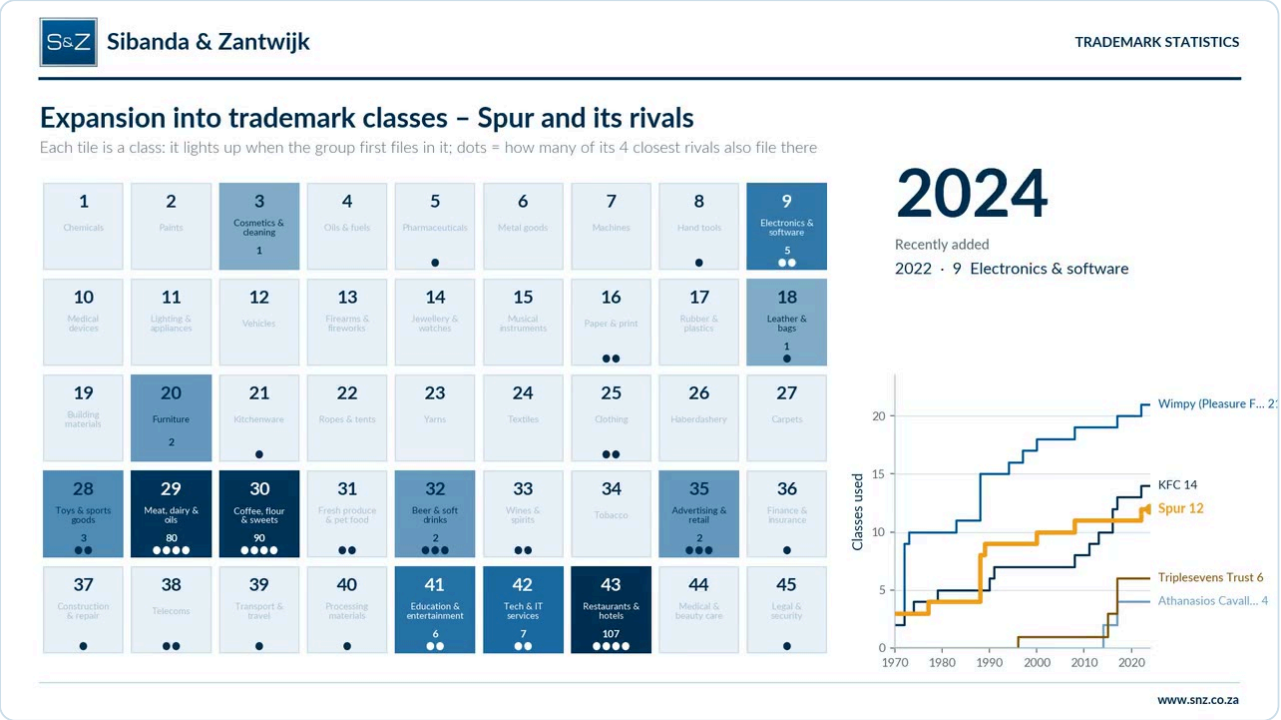
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Spur	366	1963–2024

Where Spur expanded its business

Trademark classes show what a business sells. Spur's portfolio is concentrated in restaurants & hotels (class 43), coffee, flour & sweets (class 30), meat, dairy & oils (class 29). Its most recent moves were into electronics & software (2022), furniture (2008), education & entertainment (2000).

Spur trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spur-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
43 Restaurants & hotels	107	35.0%	1977
30 Coffee, flour & sweets	90	29.4%	1963
29 Meat, dairy & oils	80	26.1%	1963
42 Tech & IT services	7	2.3%	1988
41 Education & entertainment	6	2.0%	2000
9 Electronics & software	5	1.6%	2022
28 Toys & sports goods	3	1.0%	1988
20 Furniture	2	0.7%	2008

The brands Spur protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SPUR	13	7	1977–2022
2	CASA BELLA	8	4	2015–2022
3	John Dory's	8	4	2017–2024
4	PANAROTTIS	7	4	2020–2022
5	GRILL & GO	6	3	2015–2015
6	PANAROTTI'S EXPRESS	6	3	2000–2000
7	REEL SUSHI	6	3	2020–2020
8	TEX-MEX	6	3	1992–1992
9	THE GOODIE BOX	6	3	2020–2020
10	DOUGH IT YOURSELF	4	4	2008–2008
11	GET THAT GREAT TASTE/GENIET DAARDIE SMULLEKKER SMAAK	4	4	1995–1995
12	SALAD VALLEY	4	4	1986–1986
13	SPUR SECRET TRIBE	4	4	2000–2000
14	THE HUSSAR GRILL	4	4	2014–2022
15	PIZZA PUG	4	2	2020–2020

Logos filed most often (since 2020)

6 filings · 3 classes

4 filings · 3 classes

3 filings · 3 classes

3 filings · 3 classes

3 filings · 3 classes

2 filings · 2 classes

2 filings · 2 classes

2 filings · 2 classes

1 filing · 1 class

1 filing · 1 class

Spur's logos

The 10 different logos Spur 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.

3 classes

3 classes

3 classes

3 classes

3 classes

2 classes

2 classes

2 classes

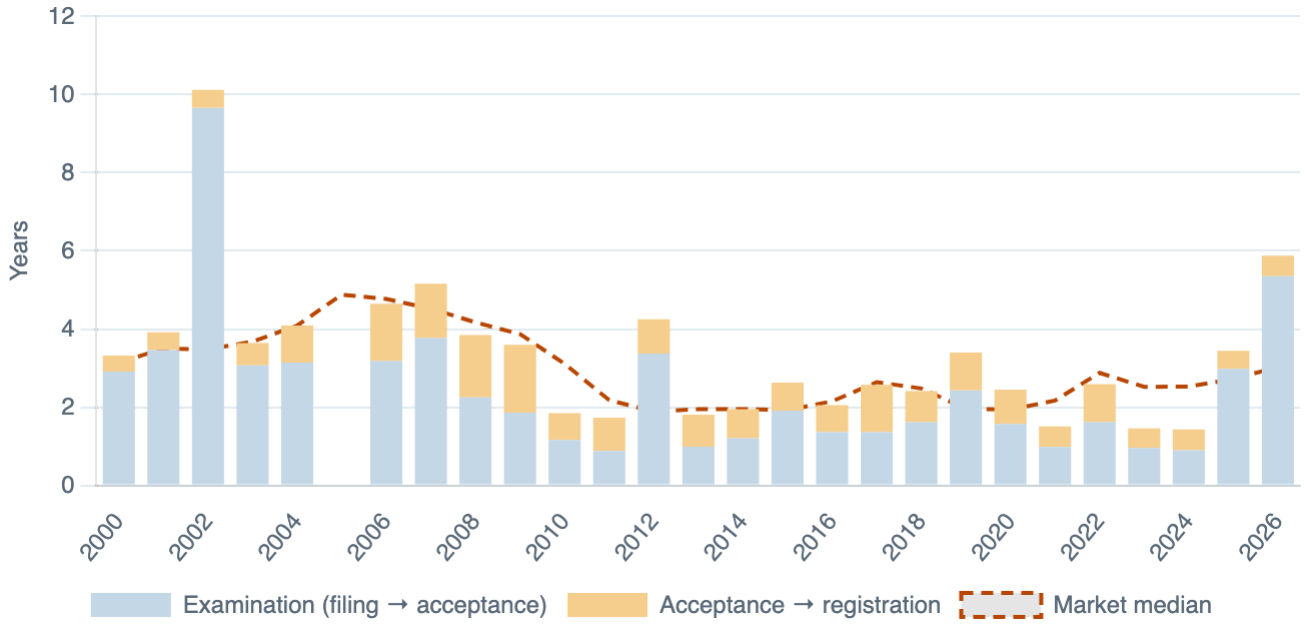
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Spur's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.9 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

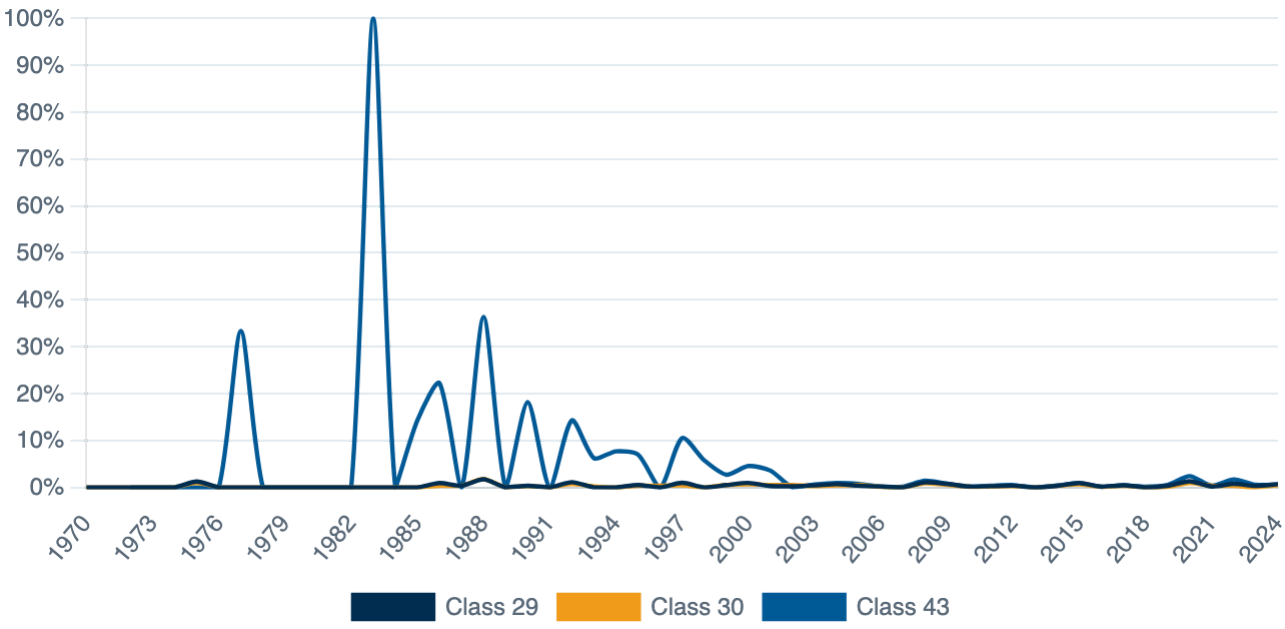


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Spur's classes

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

In the last five years, Spur was **#2** of 1,259 filers in class 43 (restaurants & hotels), with 27 of 2,216 trademarks; **#22** of 1,368 filers in class 30 (coffee, flour & sweets), with 15 of 3,209 trademarks; **#14** of 919 filers in class 29 (meat, dairy & oils), with 14 of 2,013 trademarks.



Spur's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 43 (restaurants & hotels), South Africa 1975–2024: Spur



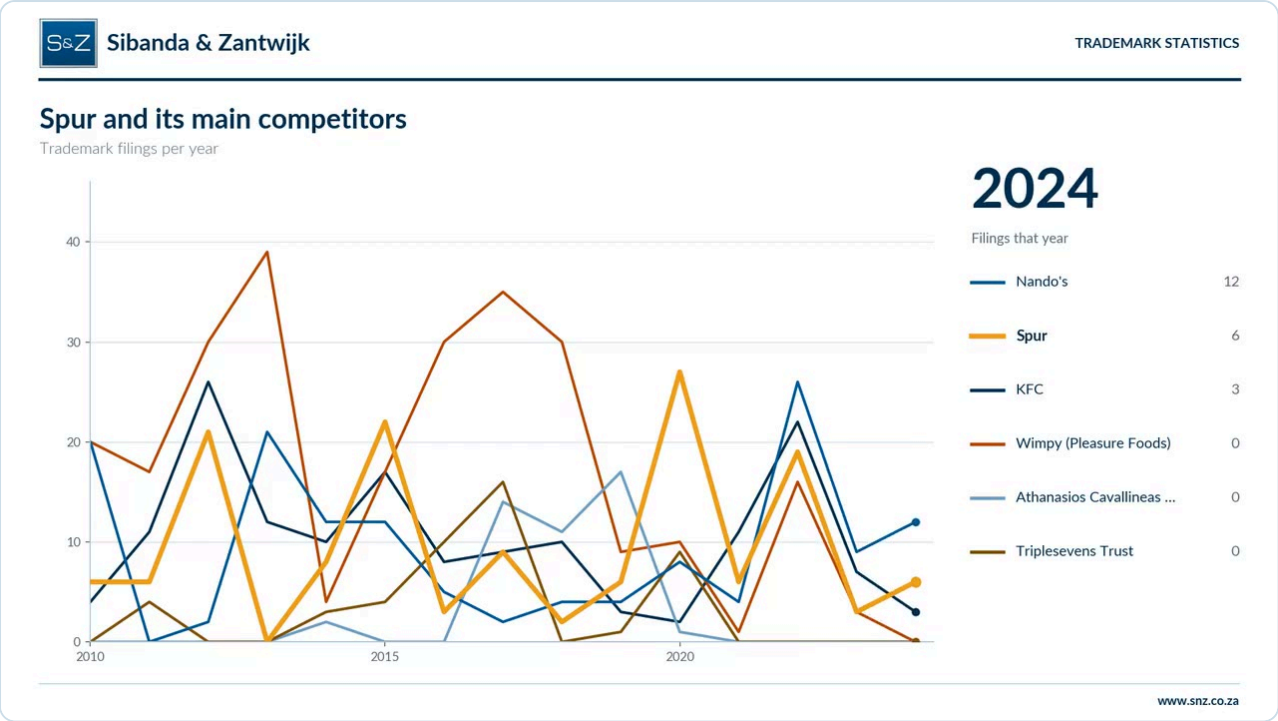
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spur-south-african-trademarks/class-43-race-video.html

Main competitors – the companies most like Spur

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

Spur's closest competitors in South Africa are KFC, Wimpy (Pleasure Foods), Athanasios Cavallineas A South African … and Triplesevens Trust.

Spur 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/spur-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	KFC	Direct competitor	78%
2	Wimpy (Pleasure Foods)	Direct competitor	78%
3	Athanasios Cavallineas A South African ...	Direct competitor	76%
4	Triplesevens Trust	Direct competitor	74%
5	Nando's	Direct competitor	72%
6	Gastronomie Investment	Direct competitor	68%
7	Shoprite	Retailer's own brands	82%
8	Ajpg Investments	Retailer's own brands	70%
9	Woolworths	Retailer's own brands	67%
10	Food Lovers	Retailer's own brands	66%

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

Spur – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$535 m	-0%	National	US$2,388
2	United States of America	76	US$251 m	+1%	National	US$3,425
3	United Kingdom	68	US$78 m	-2%	National	US$1,371
4	India	64	US$26 m	+9%	National	US$1,295
5	Japan	63	US$14 m	-5%	National	US$1,774
6	Canada	62	US$37 m	-3%	National	US$2,192
7	Hong Kong SAR	62	US$36 m	-0%	National	US$1,715
8	Australia	62	US$87 m	-1%	National	US$2,380
9	Türkiye	60	US$6.5 m	+11%	National	US$1,258
10	Botswana	59	US$419 m	-4%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Botswana	59	US$419 m	-4%	ARIPO	US$450 S&Z
2	Lesotho	56	US$183 m	+6%	National	US$326
3	Zimbabwe	56	US$233 m	+14%	ARIPO	US$450 S&Z
4	Mozambique	55	US$260 m	+2%	ARIPO	US$450 S&Z
5	Nigeria	55	US$45 m	-10%	National	US$1,015 S&Z
6	OAPI (17 states)	54	US$60 m	+8%	National	US$1,563 S&Z
7	Eswatini	54	US$158 m	+3%	National	US$446
8	Tanzania	53	US$41 m	+7%	ARIPO	US$450 S&Z
9	Malawi	52	US$47 m	+20%	ARIPO	US$450 S&Z
10	Egypt	52	US$17 m	-4%	National	US$2,278

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)
SPUR	7	US$1,421	US$1,932
CASA BELLA	4	US$812	US$1,378
John Dory's	4	US$812	US$1,378
PANAROTTIS	4	US$812	US$1,378
GRILL & GO	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 Spur's five most-filed brands: word marks of **other companies** (not Spur'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 SPUR (classes 3, 9, 18, 28, 29, 30, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CASA BELLA (classes 9, 29, 30, 43; searched 2018-02-28 to 2026-11-08)

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

Similar to John Dory's (classes 9, 29, 30, 43; searched 2018-01-31 to 2026-11-08)

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

Similar to PANAROTTIS (classes 9, 29, 30, 43; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to GRILL & GO (classes 29, 30, 43; searched 2018-02-28 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

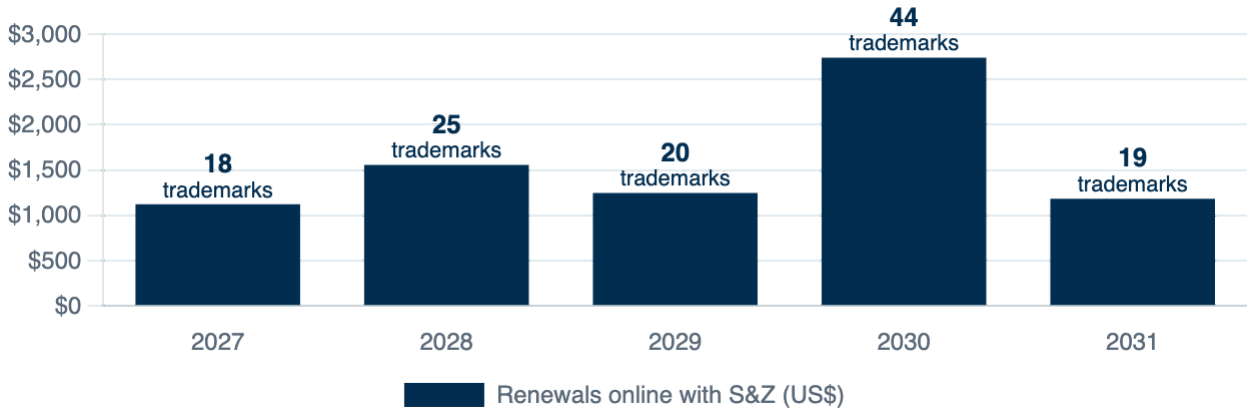
S&Z prices – South African trademarks

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$.

Spur's next five years of renewals

126 of Spur's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$7,849 over the five years.



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