Sibanda & Zantwijk
Trademark statistics · www.snz.co.za

Wimpy (Pleasure Foods) – South African trademarks

Updated 8 November 2026

Pleasure Foods holds the Wimpy restaurant brand, part of the Famous Brands group. Wimpy is one of South Africa's best-known family restaurant chains.

How Wimpy (Pleasure 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.

#99
largest trademark owner in South Africa (of 121,626)

594
trademarks filed

7
different logos published since 2020

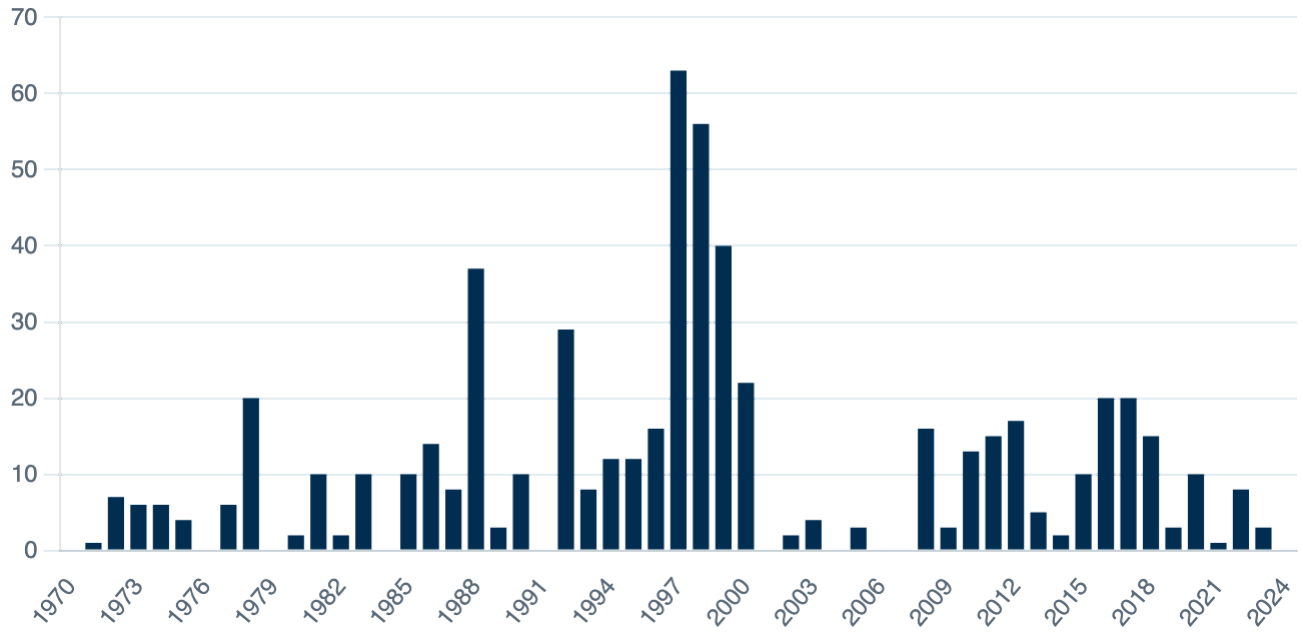
21
of 45 classes used

1955
first trademark filed

80
filed in the last 10 years

A portfolio built over time

Wimpy (Pleasure Foods) filed its first South African trademark in 1955 and has filed 594 since; its busiest year was 1997, with 63 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

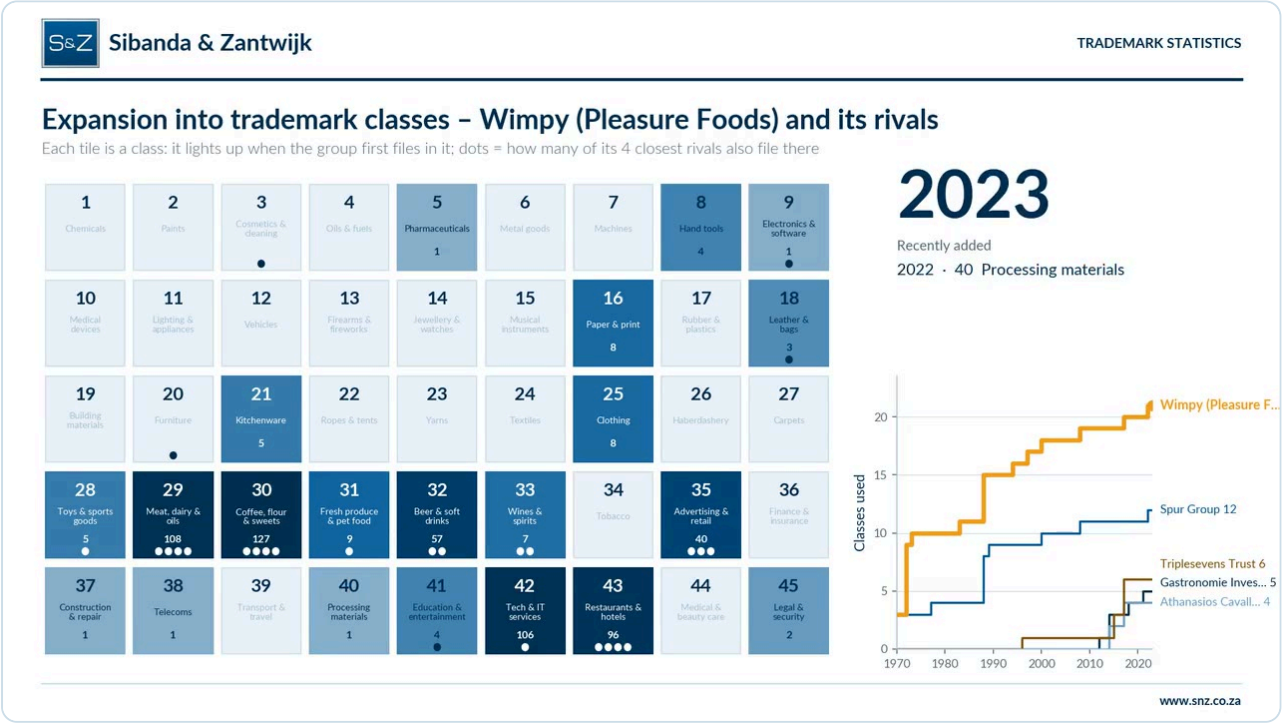
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Wimpy (Pleasure Foods)	459	1968–2023
Famous Brands Management	356	1955–2022
Pink Potato Trading 103	9	2011–2016
Famous Brands Great Bakery	4	1982–2001
Famous Brands Coffee	3	2022–2022
Souldance Holdings 11	3	2010–2010
Famous Brands Design Studio	1	2019–2019
Famous Brands Food Services	1	2002–2002

Where Wimpy (Pleasure Foods) expanded its business

Trademark classes show what a business sells. Wimpy (Pleasure Foods)'s portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), tech & it services (class 42). Its most recent moves were into processing materials (2022), telecoms (2017), legal & security (2008).

Wimpy (Pleasure Foods) trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/wimpy-pleasure-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	127	21.4%	1955
29 Meat, dairy & oils	108	18.2%	1959
42 Tech & IT services	106	17.8%	1972
43 Restaurants & hotels	96	16.2%	1972
32 Beer & soft drinks	57	9.6%	1961
35 Advertising & retail	40	6.7%	1997
31 Fresh produce & pet food	9	1.5%	1983
16 Paper & print	8	1.3%	1972

The brands Wimpy (Pleasure Foods) protects most

The word marks and logo names Wimpy (Pleasure 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	MILKY LANE	29	11	1986–1997
2	WIMPY	27	16	1955–1997
3	JUICY LUCY	19	11	1974–1990
4	WHISTLE STOP	13	5	1995–1997
5	WIMPY B.EAT	7	7	2008–2008
6	WIMPY BETTER CHOICE	7	7	2008–2008
7	MACMUNCH	7	5	1996–1997
8	GOLDEN EGG	7	4	1972–1997
9	FOREVER LEKKA	6	6	2012–2012
10	FOREVER LEKKER	6	6	2012–2012
11	BIG W	6	4	1986–1999
12	FOOD 4 FUN WIMPY KIDS MEAL & GIVEAWAY	6	3	2010–2010
13	SON OF BIG W	6	3	1986–1999
14	TURN 'N TENDER	6	3	2011–2016
15	WIMPY SIZZLES	6	3	1997–1998

Logos filed most often (since 2020)



4 filings · 3 classes

3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Wimpy (Pleasure Foods)'s logos

The 7 different logos Wimpy (Pleasure 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.

3 classes

3 classes

3 classes

2 classes

2 classes

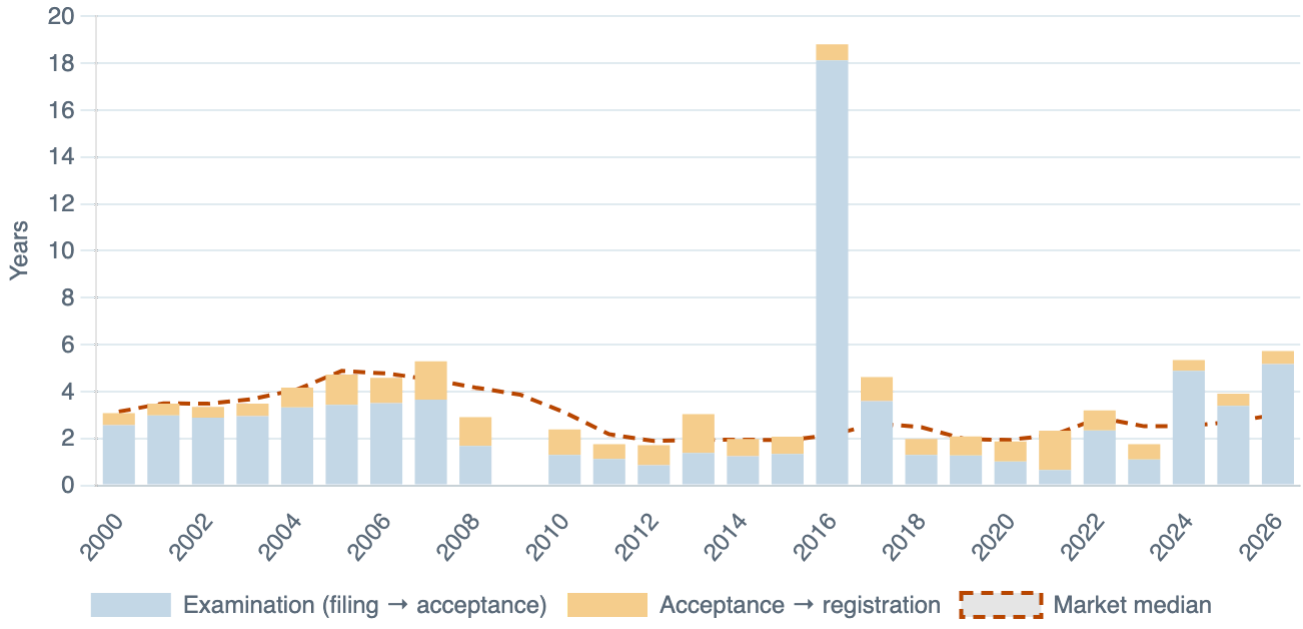
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Wimpy (Pleasure Foods)'s marks took a median of **4.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

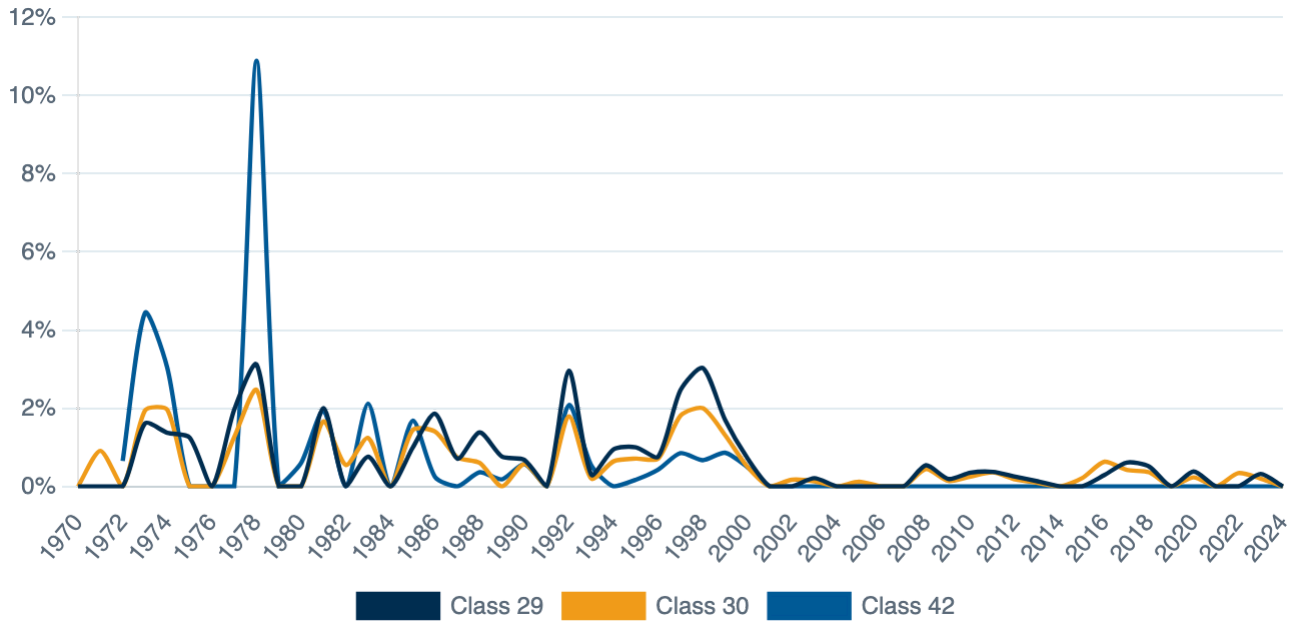


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Wimpy (Pleasure Foods)'s classes

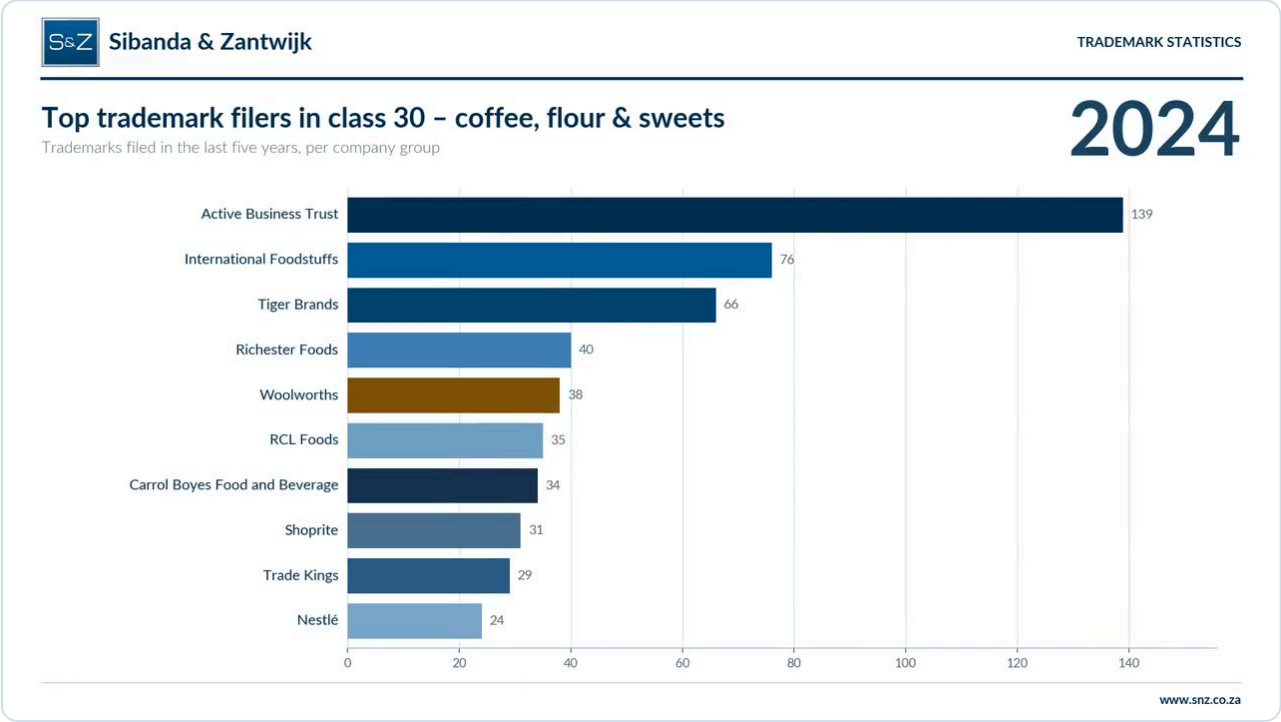
> Ranked by **number of trademarks filed in Wimpy (Pleasure Foods)'s main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Wimpy (Pleasure Foods)'s market position, not who is most like it.

In the last five years, Wimpy (Pleasure Foods) was **#99** of 1,368 filers in class 30 (coffee, flour & sweets), with 5 of 3,209 trademarks; **#154** of 919 filers in class 29 (meat, dairy & oils), with 3 of 2,013 trademarks.



Wimpy (Pleasure Foods)'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: Wimpy (Pleasure Foods)



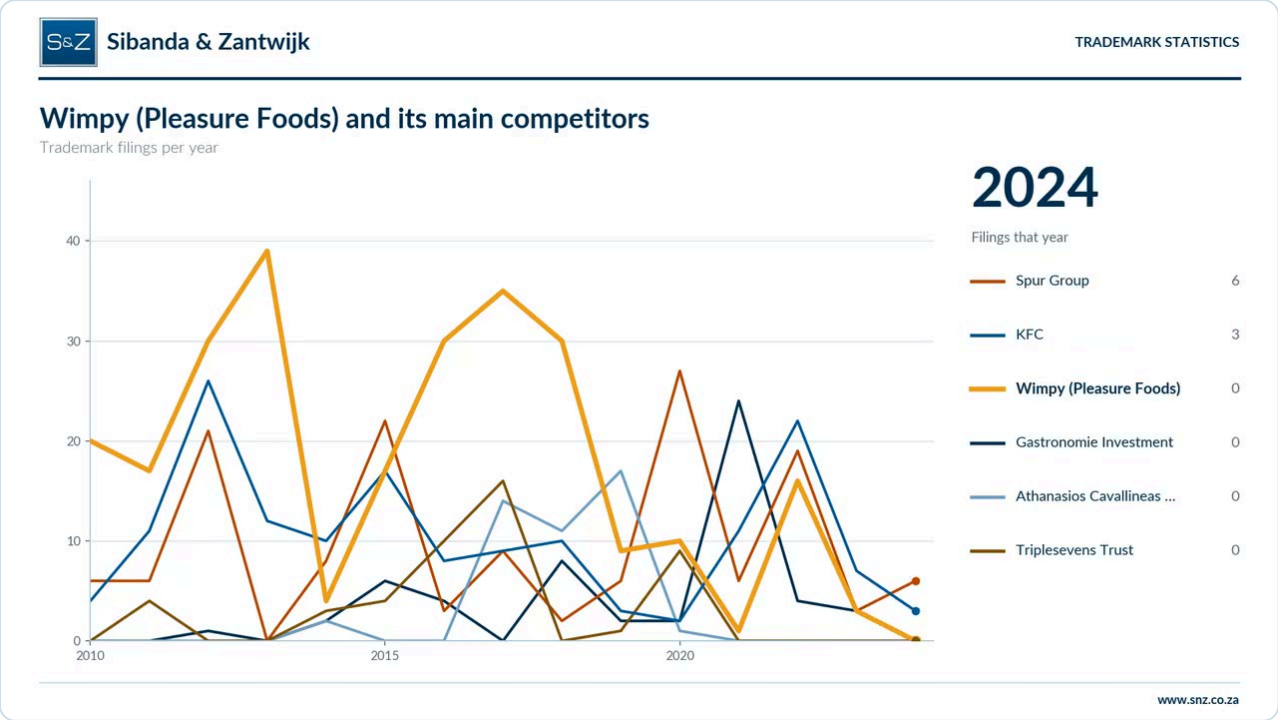
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/wimpy-pleasure-foods-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Wimpy (Pleasure Foods)

> Ranked by **how similar their whole trademark portfolio is to Wimpy (Pleasure Foods)'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.

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

Wimpy (Pleasure 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/wimpy-pleasure-foods-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Gastronomie Investment	Direct competitor	77%
2	Spur	Direct competitor	76%
3	Athanasios Cavallineas A South African ...	Direct competitor	74%
4	Triplesevens Trust	Direct competitor	73%
5	KFC	Direct competitor	72%
6	Nando's	Direct competitor	72%
7	Life and Brand Portfolio	Direct competitor	70%
8	Tsebo	Related field	71%
9	Suntory	Related field	68%
10	Shoprite	Retailer's own brands	71%

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

Wimpy (Pleasure Foods) – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$469 m	+5%	National	US$2,388
2	United States of America	73	US$169 m	+0%	National	US$3,425
3	China	70	US$47 m	-8%	National	US$1,224
4	United Kingdom	68	US$54 m	+6%	National	US$1,371
5	Japan	63	US$38 m	-5%	National	US$1,774
6	Mozambique	59	US$229 m	+14%	ARIPO	US$450
7	Hong Kong SAR	57	US$17 m	+0%	National	US$1,715
8	Philippines	57	US$17 m	+2%	National	US$1,526
9	Nigeria	56	US$22 m	-2%	National	US$1,015
10	Botswana	56	US$253 m	-2%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	59	US$229 m	+14%	ARIPO	US$450 S&Z
2	Nigeria	56	US$22 m	-2%	National	US$1,015 S&Z
3	Botswana	56	US$253 m	-2%	ARIPO	US$450 S&Z
4	Zimbabwe	55	US$169 m	+7%	ARIPO	US$450 S&Z
5	Lesotho	55	US$124 m	-5%	National	US$326
6	OAPI (17 states)	55	US$21 m	+8%	National	US$1,563 S&Z
7	Eswatini	54	US$122 m	+0%	National	US$446
8	Malawi	53	US$38 m	+11%	ARIPO	US$450 S&Z
9	Egypt	52	US$14 m	-4%	National	US$2,278
10	Algeria	50	US$414 k	+50%	National	US$1,445

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)
MILKY LANE	11	US$2,233	US$2,671
WIMPY	16	US$3,248	US$3,595
JUICY LUCY	11	US$2,233	US$2,671
WHISTLE STOP	5	US$1,015	US$1,563
WIMPY B.EAT	7	US$1,421	US$1,932

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 Wimpy (Pleasure Foods)'s five most-filed brands: word marks of **other companies** (not Wimpy (Pleasure Foods)'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 MILKY LANE (classes 29, 30, 32, 43; searched 2018-03-28 to 2026-11-07)

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

Similar to WIMPY (classes 29, 30, 32, 42, 43; searched 2023-02-22 to 2026-11-07)

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

Similar to JUICY LUCY (classes 29, 30, 32, 42, 43; searched 2018-02-28 to 2026-11-07)

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

Similar to WHISTLE STOP (classes 29, 30, 32, 35, 43; searched 2018-10-31 to 2026-11-07)

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

Similar to WIMPY B.EAT (classes 16, 29, 30, 32, 35, 43, 45; searched 2019-11-27 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

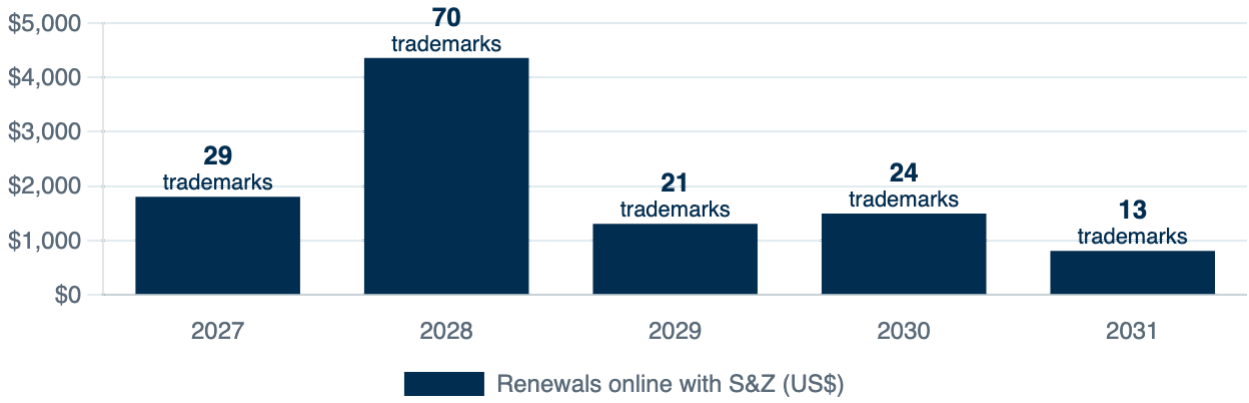
S&Z prices – South African trademarks

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$.

Wimpy (Pleasure Foods)'s next five years of renewals

157 of Wimpy (Pleasure Foods)'s registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$9,779** over the five years.



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