

Is foodloversmarket.co.za legit? TrustSniffer's high-trust assessment: 100/100

foodloversmarket.co.za

Verdict

100

OUT OF 100

HIGH TRUST

foodloversmarket.co.za appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-04 by automated analysis. Classification confidence 75%.

What this site appears to be

Homepage for Food Lover's Market, a South African grocery retailer, featuring regional specials, a store locator, recipes, social posts, corporate and community news, legal resources, newsletter registration, and customer-care information.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	20 years old Registered history	CLEAR
Web archive	Archived since 2011 275 snapshots	CLEAR
Certificate	Encrypted connection Issued by YR2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2011.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is the official-facing digital presence of Food Lover's Market, a South African grocery retailer, presenting regional promotions, physical-store discovery, recipes, community and sustainability material, corporate news, and newsletter services in support of its store-based food retail business.

Scam/Impersonation Risk

No phishing, impersonation, conflicting legal identity, or other contradictory signal was observed. The homepage presents a coherent retail proposition, including location-specific specials valid from 3–9 August 2026, a nearest-store function, recipes, and established customer and corporate resources. Its interactive features are limited to a store search and newsletter subscription; neither form requests passwords or sends information to an untrusted destination. The long-established domain, continuous historical use, clean external reputation, and absence of deceptive browser behavior strongly support the conclusion that this is a legitimate retail website.

- The domain registration record shows registration on 6 December 2006 (approximately 19.67 years old), with Raphus Ltd as registrar and an expiry date of 6 December 2026.
- The web archive contains 275 snapshots spanning 24 May 2011 to 15 May 2026, covering 16 tracked years with no gap exceeding one year; no suspicious repurposing or semantic drift was identified.
- The homepage contains two non-sensitive forms—a store-locator search and newsletter subscription—with no hidden forms, password collection, or untrusted form destination.
- External reputation checks recorded no malicious or suspicious detections, no reported abuse, and no phishing or brand-impersonation indication.

Regulatory Verification Notes

The site represents a conventional grocery retailer rather than a regulated financial, investment, brokerage, or crypto service, so the absence of a financial-services licence claim is consistent with its stated business model and is not an adverse signal. The domain record identifies Fruit & Veg City Holdings (Pty) Ltd as the registrant organization, while the homepage provides access to About Us, Compliance & Legal, privacy, terms, email-disclaimer, sustainability, careers, and customer-care resources. The supplied evidence does not establish the detailed corporate or statutory information contained within those linked pages, but no governance opacity or conflicting legal identities were detected.

- The domain registration artifact names Fruit & Veg City Holdings (Pty) Ltd as the registrant organization.
- The homepage navigation links to Compliance & Legal, Cookie and Privacy Policy, Terms and Conditions, Email Disclaimer, About Us, and Customer Care pages.

- The site is served from AS11845 (Vox Telecom Ltd, South Africa).
- The site's transport encryption uses a DV TLS certificate issued by YR2, valid until 25 October 2026.

What to Verify Next

Routine transaction-specific checks are sufficient. Prospective customers should confirm that a selected promotion applies to the intended region and store, consult its validity and quantity conditions, and use the store locator or customer-care resources to confirm local availability. Before subscribing to marketing, the linked privacy policy should be reviewed for the treatment of personal information and location data.

- The homepage states that specials are region-specific and may apply only to selected South African stores.
- The published promotion language includes defined validity periods and reserves the retailer's right to limit quantities.
- The nearest-store feature uses geolocation, while the newsletter form collects subscription information.
- The homepage provides store-locator, FAQ, privacy, and customer-care pathways supporting these routine checks.

Summary Verdict

The website is a legitimate, established, and trustworthy retail presence with strong convergence across identity, historical continuity, content coherence, technical security, and external reputation. No contradictory risk signals were observed. Normal interaction, including account login where offered and standard site use, is appropriate.

Infrastructure Integrity

The domain resolves directly to a single likely origin address in South Africa and does not use a CDN or WAF. This is a conventional direct-hosting posture; the infrastructure resolved consistently and showed no abuse-ready or suspicious network pattern, although infrastructure configuration alone is not proof of legitimacy.

Closing Assessment

The site may be used normally, subject only to ordinary consumer diligence when reviewing promotional conditions and providing personal information.

Written analysis generated 2026-08-04 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	76/100
Identity verification confidence	76%

- Trusted social count=2

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of foodloversmarket.co.za.

- The request stayed on foodloversmarket.co.za. It was not redirected to another domain. CLEAR
- Registration is published under Raphus Ltd. CLEAR
- DNS for this domain is served by mtnbusiness.net, across 2 name servers. NOTED
- The registration is paid up to 2026-12-06. NOTED
- The earliest public archive of this site is from 2011-05-24. CLEAR
- It is hosted on Vox Telecom Ltd, from a server in ZA. NOTED

Domain intelligence

Registrar	Raphus Ltd
Hosting	Vox Telecom Ltd - Vox Telecom Ltd, ZA
Country	ZA
Server IP	41.193.161.52
Name servers	ns1.mtnbusiness.net, ns2.mtnbusiness.net
SSL issuer	YR2
SSL expiry	2026-10-25
Domain age	19.7 years
Domain expiry	2026-12-06
Archive first seen	2011-05-24
Archive snapshots	275
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about foodloversmarket.co.za at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.