



Alpine FOODS

Company Profile: CC Trade 262 (Pty) Ltd

CC Trade 262 (Pty) Ltd is a family-owned business founded by two passionate brothers, Vassil and Simeon Kaloianov. The company was founded in November 2006, and begun from humble beginnings to grow into its current scale of operations in Gauteng, Mpumalanga and Limpopo. Located at 83 Bram Fischer Drive, CC Trade 262 represents the fulfillment of the founding brothers' years of experience within the meat industry.

The company currently employs over 100 staff and operates a fleet of vehicles numbered currently at 15. Many of the staff members currently employed by CC Trade 262 have been employees since the inception of the company which can be strongly attributed to the in-house training and development programmes which allow staff to grow, develop and thrive with the company. Furthermore, the possession of a Level 2 BEE Certificate; Certificate of Acceptability from the Department of Agriculture, Fisheries and Forestry provide industry-leading ability to supply and distribute beef, lamb, pork and poultry products.



Alpine BUTCHERY & DELI

Alpine Butchery & Deli began trading on the 24th of November 2006, and in the years following established itself as the go-to local butchery. Well-known for its wide range of European cuts of fresh meat and Continental-style cold cuts, Alpine Butchery houses specialized recipes developed by the in-house master charcuterie maker which set it apart from its competitors. Among its many achievements, Alpine Butchery has won the prestigious "Best of Joburg" award for best butchery and best biltong.

The Alpine Deli compliments the products offered at the butchery by offering a wide range of cheese and specialty imported products. There are several high-profile corporate customers that form part of its client base, and these include airlines, restaurants and hotels.





A separate part of our butchery is the Alpine Restaurant, located at our butchery premises at 83 Bram Fischer Drive.

The Alpine Restaurant offers customers the chance to experience the exceptional quality of our fresh meat cuts first-hand. Seating over 70 people, the restaurant offers a relaxed atmosphere of a family restaurant. Its prime location in the heart of Johannesburg allows patrons to either savor a delicious in-doors dining experience, or to indulge in the beauty of Johannesburg sunsets at the out-door seating area.

The menu offers an extensive array of matured steaks, pizza, European dishes such as traditional Eisbein with sauerkraut and lamb shanks. Enhancing the quality of the food is a private wine cellar containing complimentary vintages that pair perfectly with the menu. Further, the well-trained staff complete the dining experience and cater to all the needs of our customers. The Alpine Restaurant also offers out-sourced catering to other restaurants, private venues and hotels.





V&S Halaal Food opened its doors for trade in 2013, in order to meet the growing demand for Halaal food in South Africa. Located in Amalgam, the state-of-the-art facility received approval from the NIHT (National Independence Halaal Trust) and operates using industry-leading imported machinery and digitally-monitored refrigerator systems.

All of the production output is Halaal-certified and is processed via food production quality control and safety regulation processes. Furthermore, V&S is in possession of a FSSC 22000 certificate; and a export license (enabling exports to the Middle East and African countries).

The implementation of a Food Safety Management System allows for effective management of production processes, as well as for in-house staff development. This system also allows for the manufacture of excellent quality processed meat and meat products, including smoked, cured and ready-cooked products. The emphasis of this system is to ensure that products are at optimal quality, with extended shelf life and correct packaging and labeling.

Some of the high-profile clients of V&S Food include Bidvest Catering, Air Chefs, LSG Sky Chefs, Dnata-Newrest as well as the hotel groups and smaller restaurants. V&S is also looking to expand current operations by conducting research into the use of recycled packaging material in order to reduce the impact of non-biodegradable plastics on the environment and thus improving our corporate citizenship.





V&S Halaal Catering is situated adjacent to the Halaal meat processing plant, increasing the value of the production chain by minimizing the time between production and processing times, and ensuring the freshness of our fresh meat products across all stages of production.

The NIHT-certified production facility is fully compliant with FSSC 22000 requirements. It is currently under supervision and oversight by two highly-qualified executive chefs that have provided fresh insight and new ideas for the development of V&S Catering. Under this new management, higher levels of output and quality have been achieved, ensuring that all catering events, from large corporates to smaller private functions, meet meticulous standards which are industry-leading.

