

The country's best butcheries

Announcing the winners of this year's Cleaver Awards in a virtual presentation this week, Dewald Olivier, Executive Officer of The South African Feedlot Association (SAFA) says, "They have been tried, they have been tested, and they have been proven to be the very best."

An initiative of the Red Meat Industry Forum, the annual Cleaver Awards recognise the best butcheries based on quality, service, hygiene and value for money.

"The butcheries are at the end of the value chain. They are the representation of our product to our consumers, their customers," Olivier says, and explains that this year these sought-after awards were run slightly differently.

Butcheries were asked to register upfront, resulting in approximately 600 butcheries signing up. Their customers were then given the opportunity to vote for them. All butcheries that received over 100 votes were then anonymously visited by SAMIC, The South African Meat Industry Company, tasked with ensuring the quality and safety of meat in South Africa.

All butcheries were audited against an extensive 212-point checklist and for the first time in the history of the Cleaver Awards, all participating butcheries will have the opportunity to view their score sheets, to see where they may have fallen short. "This will then give them the opportunity



to better themselves, and better their butcheries, ahead of the Cleaver Awards next year," Olivier says.

Year-on-year, the top butcheries all seem to have three attributes in common: they are customer-centric, they invest in the training and upliftment of their staff, and above all else, they are passionate about what they do, particularly when it comes

to quality, service, hygiene and value for money for their customers.

"To the over 600 butcheries that made it into the initial round of this year's Cleaver Awards, we congratulate you on an exceptionally high standard across the board.

Each delivered above and beyond to keep our butchery standards amongst the best in the world,





National winner Rudi Oosthuysen, Grove SuperSpar, Nelspruit

even during a turbulent and disruptive year. The smallest percentages differentiated this year's winners as the exceptional among the very, very best," Olivier says.

Feedback from consumers every year reveal that the majority perceive the Cleaver Awards to be a seal of approval, most importantly because a butchery cannot enter themselves, they have to be nominated by their customers.

A special thank-you must also go to Freddy Hirsch for supplying all the actual Cleaver Awards for the winners. These trophies of actual meat cleavers are imported from Germany and make a bold statement when proudly displayed in the butcheries of all the winners for all their consumers and staff to see.

Here are the national and provincial winners for this year. Many are familiar names on the annual list of the country's best butcheries, while some brand-new winners have shown themselves to be worth their beef this year too.



National winner Walter and Francois Rossouw, Impala Vleis, Brits

National winners

4 and more tills

Vleislapa Marshall Street, Polokwane Platinum
Impala Vleis, Brits Gold

Up to 3 tills

Franks Meat, Middelburg Mall Platinum
Frank`s Meat Supply Retail City, Middelburg Gold

Meat markets

Saveway SuperSpar, Witbank Platinum
The Grove SuperSpar, Nelspruit Gold

Gauteng

4 and more tills

Boma Meat Market, Moreleta Park Platinum
Meat World, Elarduspark Gold

Up to 3 tills

1. Boma Meat, Olympus, Pretoria Platinum
2. Delft Butchery and Deli, Johannesburg Gold

Meat Market

Karaglen SuperSpar, Johannesburg Platinum
Uitkyk Meat & Supermarket, Silverton Gold

North West

4 and more tills

Vision Meat, Klerksdorp Platinum

Mpumalanga

Meat market.

Malelane SuperSpar, Malelane Platinum

Free State

4 and more tills.

Fredilia Meat, Welkom Platinum
Power Meat Centre, Welkom Gold

Up to 3 Tills.

Country Meat, Kroonstad Platinum

Eastern Cape

4 and more tills

Cuyler Butchery, Uitenhage Platinum

Up to 3 Tills

Continental Butchery, Port Elizabeth Platinum

Meat market

Levyvale SuperSpar, Uitenhage Platinum
The Acres Spar Butchery, Port Elizabeth Gold

Western Cape

Up to 3 tills

Akeru Butchery, Gordonsbaai Platinum
Tollies Slaghuis, Mosselbaai Gold

Meat market

Malmesbury SuperSpar, Malmesbury Platinum
OK Foods Elto Towers, Kuilsrivier Gold

Kwazulu-Natal

4 and more Tills

Bluff Meat Supply, Bluff Platinum
Bluff Meat Supply, Chatsworth Gold

Up to 3 tills

Medina Meats, Chatsworth Platinum

Meat markets

Bluff Meat Supply, Richards Bay Platinum

Northern Cape

Up to 3 Tills

West End Vleismark, Kimberley Platinum
Kokis Slaghuis, Kimberley Gold



Entries for the next Cleaver Awards will open again in March 2021. For more information about this and other initiatives within the Red Meat Industry in South Africa, go to www.beefstalk.co.za.