

KAZAKHSTAN: Case of Stolichnaya Trapeza

Adherence to high standards in production, work on improving export practices - that is what distinguishes 'Stolichnaya Trapeza' and gives confidence in their potential for development.

Ainur Tleuova, ITC EMCI coach

SME Profile

'Stolichnaya Trapeza' is a young Kazakhstani meat processing brand.

Since 2018, the company has been producing natural meat with no additives or genetically modified ingredients and is already in the top 15 producers in its product category.

The company has its own livestock farms with a production capacity of up to 3,000 cattle, and a processing plant equipped with European machinery.

To capitalize on strict compliance with food safety standards, 'Stolichnaya Trapeza' plans to scale its production outside the domestic market and start exporting. The management seized an opportunity to take part in the EMCI to learn more about the intricacies of exports.

Interventions and Recommendations

During the 5-day mission, Ainur Tleuova answered questions and shared information related to various aspects of export.

Since the leadership aspires to start exporting meat products to the Gulf states, Ainur advised researching HALAL compliance and certification requirements. The challenge of transporting chilled meat has to align with biodegradable packaging to meet market expectations towards packaging.

Ainur recommended re-assessing and improving labelling quality to meet target market standards. She proposed integrating an SOP for periodic quality reviews even when no new shipments are planned to solidify relations with the suppliers.



Coaching mission outcomes and outputs

The knowledge shared by Ainur inspired 'Stolichnaya Trapeza' to upgrade packaging, replace the current packaging with eco-friendly materials whilst preserving the highest product quality.

The lucrative meat products market segment craves suppliers of quality meats, and Kazakhstan can fill this void, bringing products to Uzbekistan, PRC, Iran and the Gulf states.

To cater for this expansion, the company is researching the HALAL compliance certification to widen the geography of exports to neighbouring countries and beyond.

As part of coaching, [our] company acquired valuable knowledge on the packaging, labelling and promoting the export of its products to foreign markets, using the ITC Tool Portal for marketing.

At the moment, the company is concluding agreements for the export of frozen beef to Uzbekistan, in the future it is planned to export premium chilled beef to China, Iran, Saudi Arabia.

Aidar Nigmatov, director, 'Stolichnaya Trapeza'