



THE ALEXANDER ESTATE

CAPE TOWN • EST. 1960

Looking after the land.

We have planted over 1,500 proteas across the Estate and introduced a herd of Springbok, restoring indigenous character and strengthening biodiversity. At the same time, we have cleared hundreds of alien plant species, working closely with Project Noordhoek, a non-profit community project keeping Noordhoek's natural spaces clean and free of invasive plants, to ensure responsible and sustainable removal. Where invasive vegetation has been cleared, indigenous fynbos has been replanted to regenerate the natural landscape and preserve the visual and ecological identity of Noordhoek.

Water stewardship is central to how we operate. We recycle water across the Estate and have constructed two new dams along with a dedicated stormwater catchment pond. This allows us to harvest what nature provides, reduce reliance on the municipal supply to near-zero, and irrigate our gardens and vineyards sustainably. In a water-scarce region, this infrastructure is not optional; it is essential.

A responsibility to the land we call home.

The Alexander Estate sits within one of the most ecologically sensitive areas of the Cape Peninsula. From the beginning, our belief has been simple: if we are fortunate enough to build here, we have a responsibility to protect and enhance what surrounds us.

Our environmental care extends to local wildlife. The Estate lies along a migration route for the Western Leopard Toad, a protected species unique to the Cape. In partnership with ToadNUTS, we compiled a comprehensive Development Assessment Report and implemented practical interventions, including opening fencing gaps for migration, installing "toadsaver" escape steps in pools, elevating water bodies and designing permeable water features to allow safe passage.

Sustainability Initiatives



Inside the Estate.



Our culinary philosophy is built around a zero-waste menu design. No ingredient is brought into the kitchen as a once-off or single-use item. Every element is designed to work together across the menu. For example, our sirloin is aged in-house, with the trimmed fat rendered and reused in the kitchen. It is a disciplined approach that honours each ingredient and avoids waste.



Any surplus food not used in guest dishes is repurposed for staff meals, significantly reducing waste and ensures full utilisation of produce. We work exclusively with local suppliers, allowing us to support the surrounding community while carefully reducing our carbon footprint.



Across operations, a comprehensive recycling system is in place, and all kitchen and cleaning chemicals used on-site are biodegradable and environmentally safe.



Looking ahead, we aim to introduce on-site composting and establish a working vegetable garden to increase self-sufficiency and further reduce environmental impact.



For us, sustainability is not an initiative; it is a long-term discipline, embedded in how we build, operate and think about the land we are custodians of in Noordhoek.





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Alexander Foundation: Investing in people and place.

The Alexander Foundation is being established with a clear and people-centric purpose: to support both community and environment in South Africa, beginning with our own Noordhoek and Peninsula community.

Education will sit at the heart of the Foundation's work, inspired by Susan Newton, whose career and passion are rooted in teaching. Her belief that education has the power to change life trajectories now forms the foundations of the Foundation's future direction.

Our first community initiative reflects this commitment. Susan recently completed an ultramarathon through the Moroccan desert, raising funds for Hokisa, a children's home in Masiphumelele. It was a deeply personal effort, and marked the beginning of a broader intention: to provide meaningful, hands-on support rather than distant philanthropy.

Looking ahead, the Foundation aims to focus on supporting talented young people through education. In South Africa, the most academically gifted children are often identified and supported through formal systems. However, there is a significant group of capable and motivated students who fall just below that threshold. Without support, many are at risk of disengaging from school or being drawn into destructive environments.

The Foundation's long-term ambition is to identify and support these individuals early, to support and enable them to realise their potential.

Alexander Foundation

Responsible environmental stewardship.



This work has already begun through the clearing of alien vegetation on the Estate and the collaboration with Project Noordhoek to remove invasive trees that threaten the Yellowwood forests. We are also funding the publishing of Project Noordhoek's book, Noordhoek, with proceeds directed toward ongoing conservation efforts in the valley. These initiatives strengthen both the immediate environment around the Estate, and the broader ecological health of Noordhoek.



The Alexander Foundation is not designed as a short-term charitable exercise. It is intended as a permanent and evolving structure that grows alongside the Estate itself, formalising a responsibility we already feel and are acting on.



We believe true hospitality extends beyond our guests. It includes the land we build upon and the communities that live alongside us. The Foundation is our commitment to ensuring that the presence of The Alexander Estate contributes positively and meaningfully to both.

