



flexeserve[®]
The Home of Hot-holding

Press kit

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Flexeserve to help operators “take a fresh look at hot-holding” at HostMilano 2023

Flexeserve will showcase its brand-new cloud-based service, Connect – part of the industry’s only hot-holding service, Flexeserve Solution, which makes hot grab and go easy for operators.

From 13-17 October, the world-leading hot-holding manufacturer will bring its team of food-to-go experts and international distributors to Hall 2 Stand P35 Q36 at HostMilano, a global exhibition dedicated to foodservice and hospitality. Launching Connect at the show will enable operators to see their “hot food operation like never before” – helping them sell more and waste less at **every location**.



Winner of the Queen's Award for Innovation 2022, the Flexeserve Zone 4 Tier unit hot-holds a wide variety of hot grab and go

Queen's Award-winning innovator, Flexeserve, is the hot-holding partner to major retailers around the world, including BILLA, Circle K, EDEKA and Spar International. Supported on the stand by international distributors Pentagast (DACH region), Equip'd (Canada) and Meris Food Equipment (Australia), Flexeserve's unique team of experts will be changing the game in every hot food language!

Director of Customer Experience, Warwick Wakefield, said: “We’re hugely excited to be returning to HostMilano with innovative, brand-new products that will transform hot food programmes for supermarkets, forecourts and convenience stores, cafés and bakeries, quickservice restaurants and more. We’ll demonstrate how our equipment and expertise can solve their hot food pain points and help them achieve incredible sustainability and profitability.”

Making grab and go easy with Flexeserve Solution

The industry’s only answer to creating an optimised hot food operation, Flexeserve Solution helps operators take their grab and go to the next level – reducing energy usage, food waste and pressure on teams, all whilst offering great-tasting, fresh hot food throughout the day.



Discover true hot-holding at HostMilano with Flexeserve Solution, the industry’s only answer to creating an optimised hot food operation

Core elements of Flexeserve Solution – Technology, Food, Culinary, Packaging, Implement and Connect – will be showcased at the stand by Flexeserve’s global team of experts. This will be led by **Warwick Wakefield** – Director of Customer Experience, **Dirk Wissmann** – Operational Support & Development Manager and lead expert on Connect, **Adam Dyer** – Director of Culinary and **Kristian Ward** – EMEA Key Account Manager. They will be supported by Barbara Culwick – Export Sales Executive and Jamie Joyce – Global CEO.

Dirk Wissmann said: “Tackling the challenges of traditional service models, Flexeserve Solution helps you create an efficient and profitable hot food programme, helping you sell more and waste less. Newly evolved for 2023, this all-encompassing service will support food-to-go operations globally, like never before.”

Presenting ... Connect by Flexeserve

HostMilano marks the official launch of Connect by Flexeserve! The new cloud-based service enables operators to maximise the benefits of true hot-holding and achieve total operational efficiency across entire estates.



Dirk Wissmann will be demonstrating the benefits of Connect by Flexeserve at HostMilano 2023

With the ability to remotely access and automate your hot-holding units, Connect allows you to set shelf temperatures, schedule dayparts and track product shelf-life – maximising sustainability, food quality and profitability. Highly compatible, it can also be integrated with other cloud-based services for greater efficiency.

Dirk continued: “We have real-world experience of foodservice challenges and operator pain points. The first of its kind, Connect is changing the way that operators view their hot food programmes.

“With live data reporting and the ability to refine hot food programmes remotely, our latest innovation helps you reduce energy usage, eliminate food waste and continually advance how you make and serve hot food.”

3 new ways to sell even more and waste even less

Flexeserve will be showcasing true hot-holding at HostMilano with its latest heated display, **Flexeserve Zone Xtra**. Ideal for grab and go, Xtra enables operators to display 60% more incredible hot food and enhance its visibility with premium accessories – all within the same footprint and power supply as the Flexeserve Zone 2 Tier Countertop.



**Flexeserve
Zone Xtra**

**Flexeserve Zone
4 Tier Rear Feed**

**Flexeserve Hub
Undercounter**

With Xtra’s two multi-temp zones, capable of hot-holding products with different temperature requirements in the same unit, operators can achieve new levels of energy efficiency, selling more while cooking less often with a wider range of products across all dayparts, from breakfast sandwiches and warm bakery to sweet treats, pizza and fries.

At the show will also be Flexeserve’s brand-new **Flexeserve Zone 4 Tier Rear Feed**, providing easy restocking directly from back-of-house. Helping busy store teams reach new levels of efficiency, the new 4 Tier model is perfect for supermarket rotisseries, breakfast items, lunch-on-the-go and more.

Providing high capacity, under the counter, the all-new **Flexeserve Hub Undercounter** is also coming to HostMilano, to support kitchens with operational efficiencies at its core. Flexeserve Hub is the only unit that can hot-hold batch-cooked ingredients, complete dishes and whole packaged food orders for unrivalled hold times, versatility and energy efficiency.

Transform your hot food at HostMilano

Visit Hall 2 Stand P35 Q36 to discover how Flexeserve’s team of hot food experts can help you sell more and waste less – with ease.

Warwick concluded: “Only Flexeserve equipment and expertise can help you serve an incredible range of fresh-tasting hot food whilst reducing energy usage, food waste and demands on busy kitchens. We can’t wait to show operators how they can maximise the benefits of true hot-holding and achieve what they never thought possible.”

For more information, visit www.flexeserve.com.



An introduction to Flexeserve (265 words)

Flexeserve is the world's leading hot-holding manufacturer and hot food-to-go specialist, partnering with and supporting global retailers and independent outlets. With their unique equipment and expertise, Flexeserve helps operators sell more and waste less.

For over 25 years, they've been transforming what hot food-to-go can be. Back then, they were ahead of the game. Now, they change the game entirely.

In 1996, they discovered that convection was the only way to truly maintain hot food at temperature and quality. They've 'owned' convection ever since, continuously refining how best to use it, culminating in the world's #1 heated display – Flexeserve Zone, winner of the Queen's Award for Innovation: 2022.

Their game-changing products and all-encompassing service, Flexeserve Solution, deliver true hot-holding. This unlocks reduced food waste, extended shelf life, amazing food quality, diverse food range, unmatched efficiency and happier consumers.

Flexeserve Solution is the industry's only hot-holding service, delivered by their unique team of hot-holding experts and comprising Technology, Food, Culinary, Packaging, Implement and Connect. Flexeserve experts guide customers through this process to optimise their hot food programme and embrace true hot-holding smoothly, efficiently and profitably.

They innovate constantly. In 2020, they launched Flexeserve Hub in response to the booming food delivery market and it's been transforming kitchens ever since. Now, they're taking hot food to the next level with Flexeserve Connect – a cloud-based platform for their hot-holding units that will help operators sell more and waste less at **every location**.

More and more businesses are enjoying the benefits of working with Flexeserve and realising incredible efficiencies, profitability and – most of all – food quality that delivers a better consumer experience.

Short bio (130 words)

Flexeserve is the world's leading hot-holding manufacturer and hot food-to-go specialist, partnering with and supporting global retailers and independent outlets. With their unique equipment and expertise, Flexeserve helps operators sell more and waste less.

Their team of hot-holding experts deliver Flexeserve Solution, the industry's only hot-holding service, comprising Technology, Food, Culinary, Packaging, Implement and Connect. Flexeserve experts guide customers through this process to optimise their hot food programme and embrace true hot-holding smoothly, efficiently and profitably.

The innovative technology within their hot-holding units is unrivalled, with a range that includes the Queen's Award-winning Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

Now, they're taking hot food to the next level with Flexeserve Connect – a cloud-based platform for their hot-holding units that will help operators sell more and waste less **at every location**.



Queen's Award

In April 2022, Flexeserve's flagship product, Flexeserve Zone was awarded the Queen's Award for Enterprise: Innovation 2022.

Flexeserve Zone has made a considerable impact on the landscape of food-to-go – fundamentally advancing the hot food operations of many of Flexeserve's customers.

Flexeserve Zone can be found in a range of foodservice operators in the UK and globally, including Circle K, BP, Amazon Fresh, SPAR, M&S, Pret and Pizza Express – to name a few.



Website

www.flexeserve.com

www.thealannuttallpartnership.co.uk

Multimedia

All Flexeserve videos: www.flexeserve.com/flexeserve-videos

Social media handles

LinkedIn: www.linkedin.com/company/flexeserve

YouTube: www.flexeserve.com/youtube

Twitter: www.twitter.com/flexeserve

Facebook: www.facebook.com/flexeserve





Electronic press kit and imagery

<https://www.flexeserve.com/press-kit/>

Brand and product names

Flexeserve is a brand of The Alan Nuttall Partnership Ltd.

Flexeserve Zone: Winner of the Queen's Award for Innovation: 2022, Flexeserve Zone is the patented, industry-leading heated display invented and manufactured by Flexeserve. Available in a range of sizes, in both countertop and floor standing models, Flexeserve Zone is the only heated display capable of holding products with different temperature requirements in the same unit.

Flexeserve Hub: Flexeserve Hub is a revolutionary, high-capacity hot-holding unit that's transforming food quality and delivering incredible operational efficiency. Hub's design enables you to hold high quantities of batch-cooked bakery products, or delivery orders and family meals, ready for purchase or pick-up.

Flexeserve Zone Rear Feed: Putting a whole new angle on the technology of Flexeserve Zone, Flexeserve Zone Rear Feed has all the compelling benefits of true hot-holding, with the added convenience of restocking from behind the counter.

Flexeserve Solution: Flexeserve has evolved its Flexeserve Solution to not only help operators achieve true hot-holding – where hot food is maintained at optimum quality and temperature for unrivalled hold times – but also to

embrace hot-holding with ease. The service, delivered by Flexeserve's experts, comprises Technology, Food, Culinary, Packaging, Implement and Connect. The team guides customers through this journey to refine and transform their hot food operation.

Flexeserve Connect: Launched in October 2023, Flexeserve Connect is a cloud-based service that will enable operators to control and automate units remotely and collate data on the performance of units to “see their hot food operation like never before”. They can then use that data to further progress how they make and serve hot food.

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