



**flexeserve™**  
The Home of Hot-holding

**Press kit**

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**Press release:** (796 words)

# Sell even more hot food with new Flexeserve Zone Xtra at NACS 2023

The world-leading hot-holding manufacturer and food-to-go specialist will help c-stores sell even more and waste even less from the counter, with the launch of Flexeserve Zone Xtra.

Hot from the Grand Opening of Flexeserve's U.S. HQ and Culinary Support Center (CSC) in Southlake Dallas TX, the Home of Hot-holding in the Americas will be at the NACS Show 2023 – the premier industry event for convenience stores that attracts retailers and c-store operators from around the world.

At Georgia World Congress Center this week in Atlanta, October 4-6, Flexeserve will be showcasing their expertise and brand-new products at Booth C6613 in Exhibit Hall C.



*Self-service Micro Market featuring Flexeserve Zone Countertop, with a range of hot grab and go*

Currently transforming hot food operations for major brands – including Circle K, QuikTrip and Buc-ee's – Flexeserve's dedicated team of U.S. experts will be tackling hot food challenges head on. They'll be revealing their new high-capacity heated display and demonstrating the first ever cloud service for hot-holding – Connect by Flexeserve.

Dave Hinton, President of Flexeserve Inc., said: “We see the growing hunger for hot food in the c-store industry, with huge untapped potential that we can unlock with our unique hot-holding equipment and expertise. We can’t wait to show operators how they can maximize their hot food programs with Flexeserve.”

## **NEW! High capacity, on the counter**

Featured in the NACS Cool New Products preview room, the company will be launching its latest heated display – Flexeserve Zone Xtra, which you can vote for at the show.



*Launching at the NACS Show 2023, the new Flexeserve Zone Xtra with a wide variety of hot food-to-go*

Perfect for the convenience market and express food-to-go, Xtra is designed to provide high-capacity merchandising and true hot-holding with Flexeserve’s unique hot air recirculation technology.

With Xtra, operators can display 60% more hot food, along with a range of premium accessories that increase the appeal and visibility of their grab and go offer – all within the same footprint and power supply as the Flexeserve Zone 2 Tier Countertop.

With two multi-temp zones, capable of hot-holding products with different temperature requirements in the same unit, operators can sell an unrivaled amount of high quality hot food throughout the day, from hot breakfast sandwiches to warm bakery and crispy snacks.

Warwick Wakefield, Director of Customer Experience, said: “With the launch of Xtra, we can help customers embrace true hot-holding like never before. Operators can cook less often whilst selling more, by maintaining just-cooked quality with unmatched hold times. Xtra also delivers incredible energy efficiency with easy integration into existing operations – making it ideal for the convenience market.”

## Unlocking Flexeserve Solution with the experts

Newly evolved for 2023, Flexeserve Solution is now in the U.S. and across the Americas.



*Flexeserve Solution, the industry's only answer to creating an optimized hot food program*

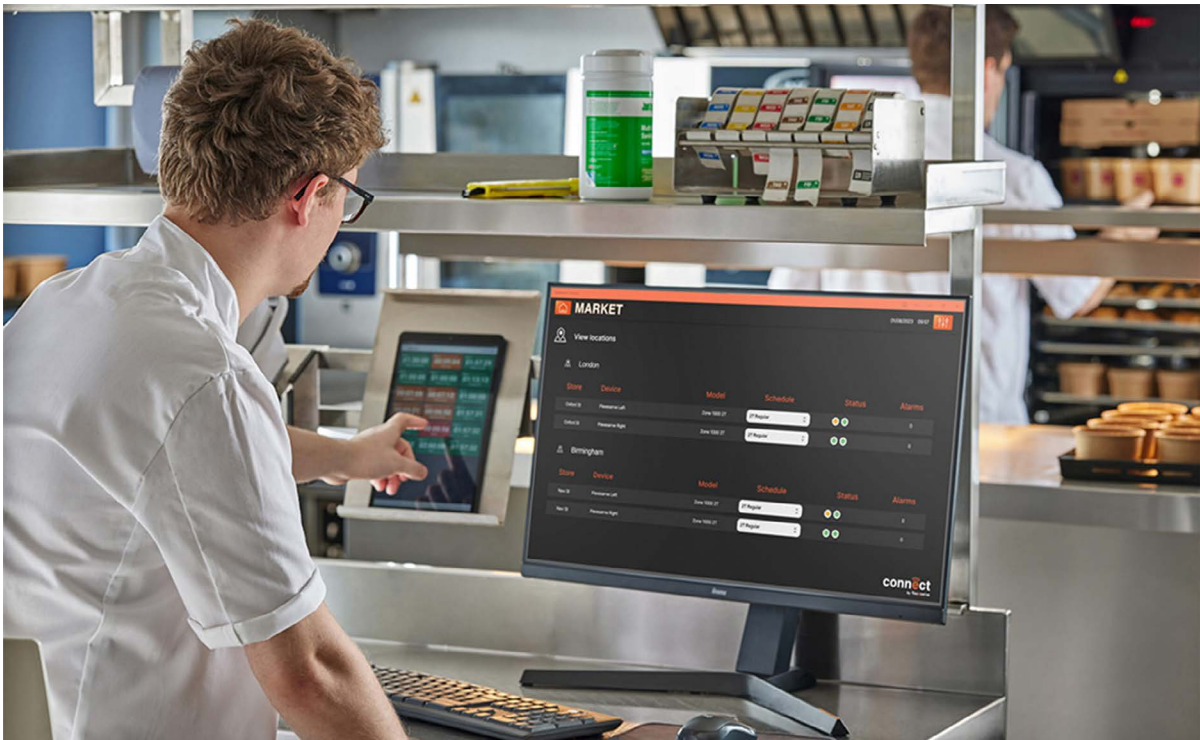
Delivered from Flexeserve's HQ and CSC by its expert team, both in-person and remotely, Flexeserve Solution is the industry's only answer to developing an optimized hot food operation efficiently, sustainably and profitably.

Core aspects of Flexeserve Solution – Technology, Food, Culinary, Packaging, Implement and Connect – will be showcased on the stand. This will be led by Dave Hinton – President, Adam Dyer – Director of Culinary, and Warwick Wakefield – Director of Customer Experience and lead expert on Connect at the booth. They will be supported at the NACS Show 2023 by:

- Katie Brewer – Sales and Marketing Coordinator
- Jamie Joyce – Global CEO

## Introducing... Connect by Flexeserve

Visitors to Booth C6613 will see the future of hot-holding with a demo of Flexeserve's new cloud-based service, Connect – getting its U.S. exhibition debut. Recent winner of a Gold Innovation Challenge Award, Connect's ability to control and automate units remotely enables operators to see their hot food operation "like never before" – and sell more and waste less at every location.

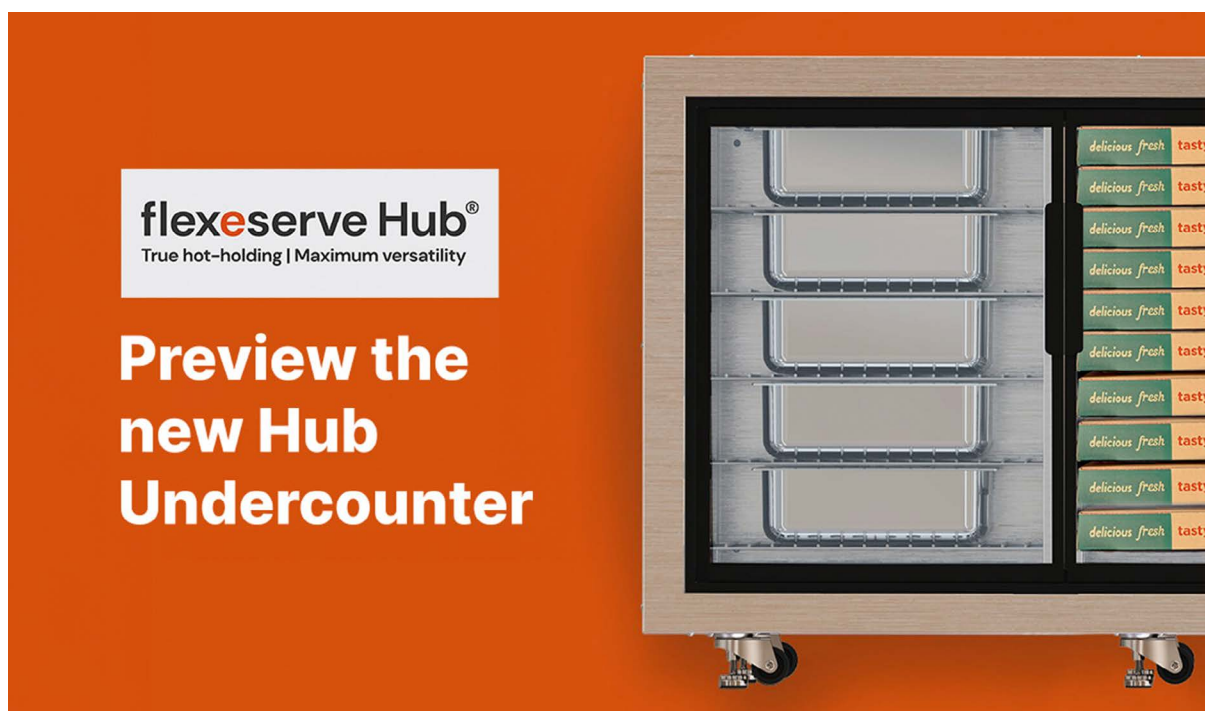


Flexeserve's new cloud-based service, Connect

Warwick said: "We're constantly showing customers what's possible with true hot-holding and introducing new products and an evolved Flexeserve Solution that directly address industry needs. With Connect, we're taking Flexeserve Solution to the next level, and transforming hot food operations forever."

## NEW! High capacity, under the counter

Flexeserve will also showcase its recently-launched Flexeserve Hub Undercounter. Supporting operators back-of-house with operational efficiencies at its core, Flexeserve Hub is the only unit that can hot-hold batch-cooked ingredients, complete dishes and entire packaged food orders – for unrivaled hold times, versatility and energy efficiency.



Flexeserve Hub Undercounter, providing high capacity hot-holding under the counter

An “extra pair of hands” for your kitchen team, Hub Undercounter empowers your staff and eases the pressure at peak service times.

## **Sell more and waste less at the NACS Show 2023**

Visit Booth C6613 to discover how Flexeserve can help you maximize the benefits of true hot-holding with its world-leading equipment and unique expertise.

Dave Hinton concluded: “Hot food is the hot topic of the industry right now! With our extensive c-store foodservice expertise, we understand today’s hot-to-go pain points and we’re here to solve them. Our experts will help you reduce food waste, maximize profit and capitalize on your guest demands for stand-out, great-tasting hot food-to-go.”

**Press release:** (950 words)

# Flexeserve Inc. Grand Opening inspires in Southlake

The Home of Hot-holding for the Americas has launched its state-of-the-art U.S. HQ and Culinary Support Center, welcoming over 150 guests to a dedicated Inspiration and Celebration Day.

Attended by customers, rep partners, authorized dealers, special guests and partners from Flexeserve's Global HQ, the Flexeserve Inc. Grand Opening in Southlake, TX U.S., inspired visitors from across the Americas and beyond on August 24th 2023 – providing an exclusive first look at its world-leading facilities.

## A transatlantic triumph

A major milestone in Flexeserve's international strategy – and the largest gathering of Flexeserve's transatlantic hot food experts to date – the team also welcomed local dignitaries to the launch.

Among these were representatives of the British-American Business Council of Texas (BABC Texas) – of which Flexeserve is a Patron – alongside the Mayor of Southlake, the U.S. Department of Commerce, and the British Consulate-General, Houston.



[L-R] Global CEO, Jamie Joyce and President of Flexeserve Inc., Dave Hinton cut the ribbon to officially mark Flexeserve Inc.'s Grand Opening of its new U.S. HQ and Culinary Support Center



Jamie Joyce, Global CEO of Flexeserve, said: “The launch of our new U.S. headquarters is testament to the international reach and significance of this momentous occasion. We have always been dedicated to innovation, and this, combined with our passion for what we do best, has propelled us forward to remarkable milestones such as this.”

## The recipe for success

The world leader in hot-holding manufacturing celebrated the Flexeserve Inc. Grand Opening by showcasing its brand new, state-of-the-art facilities. These include:

- The cutting-edge Culinary Support Center – fully equipped with a modern ventless cookline and a large food preparation area for collaborating with customer food development teams
- An extensive showroom featuring a wide range of Flexeserve equipment options
- The Inspire Room, Management Conference Room, Culinary Support Center, Studio and Training Room – each installed with the latest digital technologies for customer collaboration and remote demonstrations
- The Studio and Training Room – also featuring a direct video link to the Culinary Support Center

Providing an exclusive opportunity to tour the new facilities, Warwick Wakefield – Director of Customer Experience, led guests through two ‘Inspire’ sessions – supported by Dirk Wissmann – Operational Support & Development Manager.



*Director of Customer Experience, Warwick Wakefield, leads guests through ‘Inspire’ sessions*

Following a deep dive into its flagship product, Flexeserve Zone – the only unit able to hot-hold food with different temperature requirements in the same unit, the team demonstrated Connect, Flexeserve’s new cloud-based service, which allows operators to see their hot food program like never before.

President of Flexeserve Inc., Dave Hinton, said: “This was a truly unforgettable day and a landmark moment for our brand, our employees and our existing and future customers. We’re truly grateful to our distinguished guests, speakers, partners, and representatives for celebrating the Flexeserve Inc. Grand Opening with us.”

## Food-to-go, front and center



*[L-R] Head of Culinary, Billy Eatenton, and Director of Culinary for Flexeserve Inc., Adam Dyer, put their expertise to the test in ‘Battle of the Chefs’*

A fitting highlight of the day saw guests sample signature British and American hot food-to-go items – from ‘sliders to stew’ – served from Flexeserve Zone units. In this transatlantic ‘Battle of the Chefs’, Flexeserve Inc. Director of Culinary, Adam Dyer and Flexeserve Head of Culinary, Billy Eatenton, showcased the depth of their culinary expertise and how it sets Flexeserve apart.

Continuing the theme of culinary inspiration and the perfect accompaniment to Flexeserve’s Queen’s Award-winning technology, guests were ‘hungry for more’ when The Royal Chef, Darren McGrady took to the stage. Having cooked for five U.S. Presidents, Chef Darren – former personal chef to Queen Elizabeth II, Diana, Princess of Wales, and Princes William and Harry – entertained guests with his highly engaging tales of ‘Rattling Pans in The Royal Kitchen’.



*Guest speaker, The Royal Chef, Darren McGrady was a highlight of the day at the Flexeserve Inc. Grand Opening*

Dave Hinton continued: “We’re immensely excited to demonstrate the potential of true hot-holding with our in-house culinary experts, who will guide customers through Flexeserve Solution to refine and transform their hot food operation – efficiently, sustainably and profitably.

“With our state-of-the-art Culinary Support Center and world-leading food-to-go experts, we can help operators achieve the same level of just-cooked quality in-store, hot-held for hours, not minutes.”

After being thoroughly inspired, guests celebrated in style with a toast to Flexeserve’s collective success, followed by hot food served from Flexeserve Hub – and a musical performance from Texas’ own Josh Weathers Band in a fantastic end to an incredible day.



*A fantastic performance from Josh Weathers Band closed the celebrations*

## Unlocking Flexeserve Solution

The Home of Hot-holding in the U.S. will help major brands and independent retailers unlock Flexeserve Solution in the Americas – with trademark support delivered by its expert team, in-house and off-site, using the latest digital technologies for remote collaboration.

Customers and Flexeserve rep partners will now be able to access the Culinary Support Center and vast array of expertise across every element of foodservice, from culinary and packaging, to technical and implementation.



*Flexeserve Solution, the industry's only hot-holding service, is delivered by their world-leading team of experts*

Dave said: "We're delighted to be able to invite customers, authorized dealers and reps to use our Culinary Support Center, access our unique expertise and discover what's possible with true hot-holding. By recreating in-store environments, front and back-of-house, operators can refine recipes, menus and entire grab and go programs, wherever they're based."

## Looking to the future

More than a manufacturer, Flexeserve is advancing the world of food-to-go globally. Its new U.S. HQ and Culinary Support Center builds on strong foundations, laid by expanding the possibilities of technology and sustainability, creating products and services that go beyond customer expectations.



*Flexeserve Inc.'s new HQ and Culinary Support Center in Southlake, Dallas TX*

Jamie concluded: “Our new facilities are a symbol of innovation, passion and dedication to solving challenges and finding new ways to push the boundaries of this incredible industry. The shared ambition of launching Flexeserve Inc. was also embraced by our late founder, Alan Nuttall. Though he couldn’t witness this moment, I know he would be proud of our achievements.”

“We are pioneers, paving new paths in the foodservice industry around the world. I know that the best of Flexeserve is yet to come, with more game-changing products and services that are going to inspire you even more.”

“We’re hugely grateful to everyone who has joined us on this extraordinary journey, so far. Together, we’re shaping the future of foodservice.”

# Take a tour of our new U.S. HQ and Culinary Support Center



*Flexeserve Inc.'s cutting-edge Culinary Support Center – fully equipped with a modern ventless cookline and a large food preparation area for collaborating with customer food development teams*



*The Studio and Training Room – featuring a direct video link to the Culinary Support Center and installed with the latest digital technologies for customer collaboration and remote demonstrations*



*The Hive – where Flexeserve's hot food experts with their customers and rep partners can eat, meet and innovate together*

For more information, visit [www.flexeserve.com](http://www.flexeserve.com)



## **An introduction to Flexeserve** (225 words)

**Manufacturer of industry-leading heated displays and the world expert in hot-holding, Flexeserve is advancing how the industry serves hot food. 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're changing it.**

In 1996, Flexeserve discovered that convection was the only way to truly keep 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. In 2022, Flexeserve Zone was awarded the Queen's Award for Enterprise: Innovation, reflecting its revolutionary technology.

Flexeserve's game-changing products and all-encompassing service, Flexeserve Solution, deliver true hot-holding. This helps their customers expand product range, reduce food waste through unrivaled hold times, maintain great food quality and deliver excellent guest experience.



With Flexeserve, operators achieve their goals and overcome their challenges. Their unique team of hot food-to-go experts, with culinary, technical and in-store experience, help their customers embrace true hot-holding – smoothly, efficiently and profitably.

Flexeserve innovates constantly. In 2020, they unveiled Flexeserve Hub – the first hot-holding unit designed specifically for the booming food delivery market, and it's revolutionizing how kitchens operate.

More and more businesses are enjoying the benefits of Flexeserve, with 12,000 units sold in the past 3 years alone. Each of these is delivering incredible efficiencies, profit and – most of all – food quality.



## Short bio (125 words)

Flexeserve manufactures industry-leading heated displays and is the world expert in hot-holding. They enable major global retailers and independent outlets alike to improve their hot food program, reduce food waste and increase profit.

With our expertise and unique technology, Flexeserve is the only company able to help its customers achieve true hot-holding, through its Flexeserve Solution.

This all-encompassing service is delivered through the expertise of their highly experienced in-house culinary team. It features five elements – product, cook method, packaging, in-store operations and the technology of its innovative hot-holding units, Flexeserve Zone Rear Feed, Flexeserve Hub and Flexeserve Zone, which was awarded the Queen's Award for Enterprise: Innovation 2022.

The result is food held at just-cooked quality and optimum serving conditions for unparalleled hold times.

# Introducing Flexeserve Inc

Flexeserve Inc. is the newly established American subsidiary of manufacturer and leader in hot-holding, Flexeserve, with its new HQ and Culinary Support Center Grand Opening in Southlake, TX - 10 minutes from DFW Airport.

The recent opening of this U.S. HQ will drive growth across North, Central and South America, strengthening Flexeserve's presence of its unique equipment and expertise across these territories. This will enable Flexeserve to continue to help major and independent operators sell more and waste less hot food.

## Queen's Award

In April 2022, Flexeserve's flagship product, Flexeserve Zone, was awarded the UK's most prestigious award for businesses, 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 U.S. and globally, including Circle K, Amazon Go, QuikTrip, Compass Group, Pret A Manger and M&S – to name a few.



# Website

[www.flexeserve.com](http://www.flexeserve.com)

# Multimedia

All Flexeserve videos: [www.flexeserve.com/flexeserve-videos](http://www.flexeserve.com/flexeserve-videos)

# Social media handles

LinkedIn: [www.linkedin.com/company/flexeserve](http://www.linkedin.com/company/flexeserve)

YouTube: [www.flexeserve.com/youtube](http://www.flexeserve.com/youtube)

Twitter: [www.twitter.com/flexeserve](http://www.twitter.com/flexeserve)

Facebook: [www.facebook.com/flexeserve](http://www.facebook.com/flexeserve)

# Electronic press kit and imagery

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

# Brand and product names

**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 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 Hub** Flexeserve Hub is a revolutionary, high-capacity hot-holding unit that's transforming food quality and delivering incredible operational efficiency – in-store, at the counter or in the kitchen. 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 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 unrivaled 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 these elements 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.

*Flexeserve™, Flexeserve Zone™, Flexeserve Hub™ and Flexeserve Solution™ are all trademarks.*

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