



flexeserve™
Redefining food-to-go

Press kit

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Press release: (886 words)

Flexeserve ready to thrill the Americas with new products at NAFEM

The NAFEM Show (North American Association of Food Equipment Manufacturers) occurs once every two years and is a key event in the U.S. foodservice industry, attracting attendees from around the world.

Since the last show in 2023, Flexeserve Inc., the global leaders in hot food-to-go, have delivered on growth and investment throughout the Americas. Now, returning to the NAFEM Show 2025 with their biggest team yet and brand-new products to showcase, they'll be helping an even wider range of customers unlock true hot-holding.



A convenient micro market area, complete with 2 Tier Flexeserve Zone Xtra for added capacity to a countertop display

The next step in countertop grab-and-go

Flexeserve has seen major potential in the countertop side of hot-holding. More and more c-stores, supermarkets, QSRs and other food-to-go sectors have been looking to improve the quality and variety of hot food served, day and night, whilst only using minimal space. However, to achieve this, they would need a range of new products designed for their requirements.

Developed specifically with the Americas in mind, [Flexeserve Zone Xtra](#) and [Flexeserve Zone Lite](#) support the original Zone Countertop unit – the first to deliver high-quality hot-holding on a smaller scale.

When asked about the benefits of these new models, [Conrad Randell](#), Sales Manager for the U.S. and Canada said, “Xtra enables up to 80% more food capacity than that of a standard countertop heated display. This offers an incredible amount of food variety, without the need for floor space, to maximize sales and profit.”



The 1 Tier Flexeserve Zone Lite in use as part of a countertop display for increased incentive purchases

Conversely, [Flexeserve Zone Lite](#), a brand-new product for 2025, delivers industry-leading hot-holding technology on its smallest scale yet.

“Lite is joining Xtra for their first appearances at NAFEM,” Conrad continued. “Featuring an ultra-lightweight and stackable design, Lite uses a 120V power supply to offer better portability than ever. It’s perfect for adding incentives and LTOs to any countertop, boosting extra sales right at the final moment of purchase.”

You can find both [Flexeserve Zone Lite](#) and [Xtra](#), as well as a range of other innovative products and services, on display with the experts in hot-holding at the NAFEM show 2025, February 26-28 in Atlanta, GA.

“We can’t wait for NAFEM attendees to see the power of our unique 3D convection technology,” Conrad said. “We want to give every hot food operator the opportunity to benefit from increased food variety, incredible quality and longer display times for supercharged sales and profits. With Xtra and Lite, we’re making this more accessible than ever before.”

Transformative products and services for everyone

It's this desire for greater product accessibility that has seen the hot-holding specialists build an impressive directory of rep partners and authorized dealers across the Americas.

Most recently, a 2024 partnership with leading rep in commercial kitchen equipment and supplies, NS InterMarket, has brought Flexeserve products to the Latin American and Caribbean (LATAC) market for the first time.

Drawing over 20,000 foodservice professionals to Atlanta, The NAFEM Show is set to be a fantastic opportunity for networking within the industry. Not only will Flexeserve be keen to highlight the benefits of investing in their industry-leading hot-holding units, but also how their services are transforming big brands too.

"Flexeserve Solution is the only tailored hot-holding service for all food-to-go operators. Our team of specialists work alongside the customer to revolutionize their entire program, from menu options all the way to implementation," Sales Manager, Retail and Latin America, Anthony Harris began, when asked about their unique services. "One distinct element of this is Connect, the first cloud-based service for hot-holding. This incredible technology enables complete automation of a grab-and-go program for unbelievable savings in waste and labor costs."



Connect by Flexeserve in use – offering complete automation of an entire estate of hot-holding units remotely

And the results are indeed impressive. Since launching in 2023, Connect is already multi-award-winning and aiding a major c-store chain in saving millions of dollars in energy and food wastage.

"We believe Connect is the future of the foodservice industry," Anthony stated. "This new ability to control an entire estate of hot-holding units remotely is a true game-changer in efficiency and productivity. We can't wait to show all kinds of operators at NAFEM how they can **sell more and waste less** using Connect."

A bigger team for bigger goals

Since the last NAFEM show, a range of diverse roles has been added to Flexeserve's strong core of hot-holding experts – an important investment that has been key to the brand's rapid growth.

"I'm proud to have come onboard with Flexeserve in 2022 to drive our presence further," President of Flexeserve Inc., Dave Hinton began. "We've now grown our team of specialists to ensure we can offer unmatched expertise at every level of the industry. From technical service to culinary masterclasses and incredible customer sales support, we can help any business no matter their pain points – and that's exactly what we'll be doing at NAFEM."



Culinary Director, Sean Landrum, assisting a valued customer in their hot food menu options as part of Flexeserve Solution

This expanded team now operates from a state-of-the-art U.S HQ in Southlake (DFW Metroplex), Texas. Featuring a cutting-edge Culinary Support Center, an extensive showroom and a fully equipped Studio and Training Room – it certainly shows Flexeserve's dedication to its customers in the Americas.

"We're taking our largest team of experts to NAFEM yet, demonstrating the power of Flexeserve's incredible hot-holding products and services at Booth 5000," Dave Hinton summarized. "But if you won't be making it to Atlanta, we're always available for meetings virtually, or at our amazing headquarters, to help you sell more and waste less."

For more information, visit 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 – sustainably, 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. In addition to various new model variants, last October they launched Connect by Flexeserve – the world's first cloud-based service for hot-holding.

More and more businesses are enjoying the benefits of Flexeserve, with 15,000 units sold in the past 3 years alone. Each of these is delivering incredible efficiencies, profit and amazing food quality – helping operators **sell more, waste less and keep it fresh**.



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.

Flexeserve is the only company able to help its customers achieve true hot-holding. Flexeserve Solution is an all-encompassing service delivered through the expertise of their highly experienced in-house culinary team. It features six elements – Food, Culinary, Packaging, Implement, Connect and the Technology of its innovative hot-holding units, 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 – enabling operators to **sell more, waste less and keep it fresh**.

A tour of Flexeserve Inc

Flexeserve Inc. is the American subsidiary of manufacturer and leader in hot-holding, Flexeserve, with its new HQ and Culinary Support Center (CSC) in Southlake, TX - 10 minutes from DFW Airport. The new facility includes a cutting-edge CSC, extensive showroom and fully equipped studio and training facility.

This U.S. HQ now supports customers and drives growth across North, Central and South America, strengthening Flexeserve's presence of its unique equipment and expertise across these territories.



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

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 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.

Connect by Flexeserve Connect by Flexeserve is a cloud-based service that enables operators to control and automate units remotely and collate performance data to “see their hot food operation like never before”. With this, they can maximize food quality and deliver total operational efficiency – at every location.

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

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