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**Press release:** (651 words)

# Flexeserve Hub gets global launch at HostMilano 2021

**Hot-holding experts, Flexeserve, will be in Milan to launch their latest innovation, Flexeserve Hub, to the international foodservice market.**

Flexeserve will be exhibiting at HostMilano, the international show dedicated to the world of foodservice and hospitality, taking place 22-26 October. Located at **Stand H48 in Pavilion 7P**, Flexeserve will be showcasing how they support and revolutionise the hot food operations of their customers, from major global brands to single-location independents.

## Hub goes global

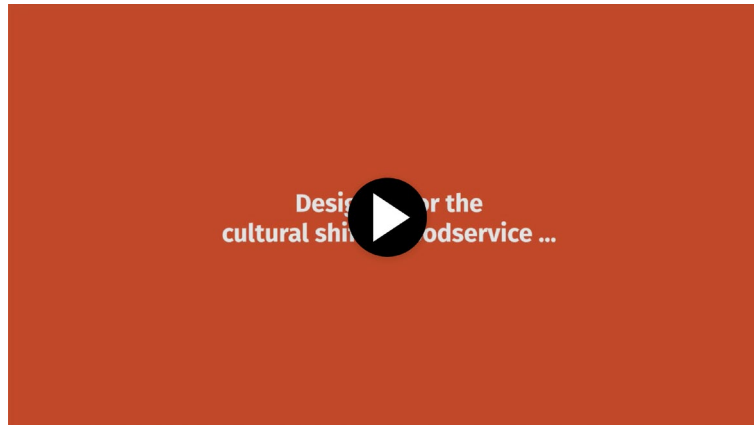


Flexeserve will be introducing to the world stage its [latest revolution](#), Flexeserve Hub – the only hot-holding unit designed for the cultural shift in food delivery. Featuring their unique hot air recirculation technology to generate a consistent air temperature throughout the unit, Hub can be used both front and back-of-house.

What makes Hub so special is that it can hot-hold large quantities of packaged food orders – ready for purchase, pickup or delivery – or it can be used as a staging area, for hot ingredients, held at optimum temperature, ready to be prepared for orders.

Engineered to offer the maximum internal volume for its small footprint, Flexeserve Hub can hold up to 60 large boxed pizzas, 140 food orders – packed up and ready to go – or up to 140 whole rotisserie chickens.

Warwick Wakefield, Customer Experience Director, said: “With the recent growth in the food delivery sector, many operators are now looking to capitalise on changes in consumer behaviour, and Flexeserve Hub is a great way to achieve this.”



## The full hot-holding range

On the stand at HostMilano, in addition to Hub, Flexeserve will be demonstrating their award-winning range of [patented heated displays](#), Flexeserve Zone, including their Rear Feed models that allow for restocking of hot food from [behind the counter](#).

Flexeserve Zone is the world's no 1 heated display and the only unit on the market capable of delivering true hot-holding at different temperatures within the same unit.

The Flexeserve team of hot food-to-go experts – the only team of its kind – will demonstrate, in-person and with actual food, the full capabilities of the equipment.





## Begin your true hot-holding journey at HostMilano

With Flexeserve, you'll discover the benefits of 'true hot-holding' – where food is held at optimum temperature and serving conditions for unrivalled hold times. This unique capability, enables customers to reduce food waste, improve efficiency, optimise food quality and expand their hot food range.

Warwick continued: "We can't wait to show visitors to HostMilano what they can achieve by working with Flexeserve. Our unique hot air recirculation technology and all-encompassing Flexeserve Solution make us the only provider of true hot-holding."

"As industry events have returned, we've found many businesses coming to us eager to introduce a new hot food programme or transform their existing offer."

Flexeserve will also share some of their culinary, operational and hot-holding expertise, which drives their [all-encompassing service](#), Flexeserve Solution. This unique support programme comprises five elements – product, cook method, packaging, in-store service and their hot air recirculation technology. This service is available to all Flexeserve customers to help them achieve optimum hot-holding results.

## Don't miss out

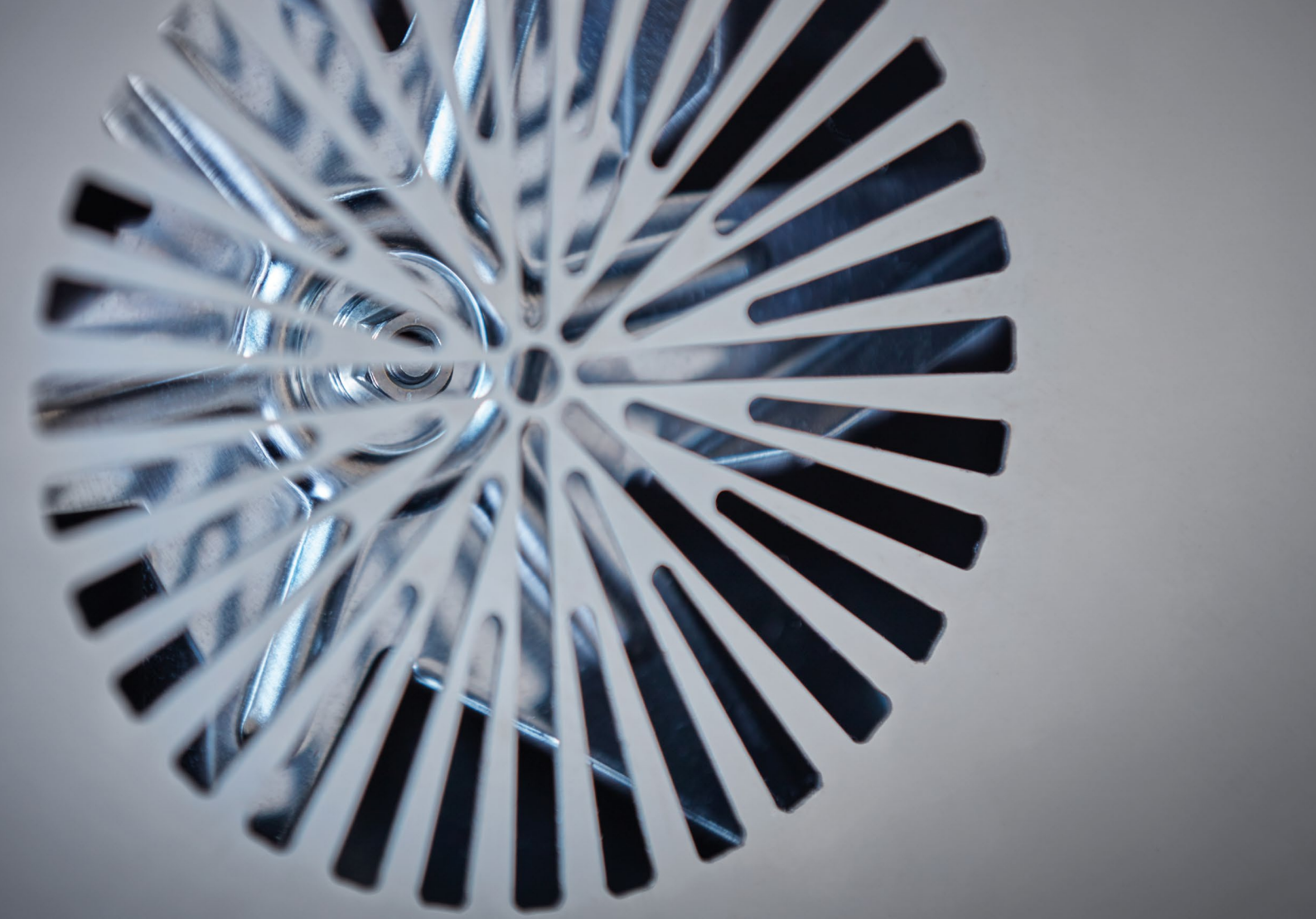
You'll find Flexeserve at [Stand H48 in Pavilion 7P](#) at HostMilano 2021, which takes place at Fiera Milano on 22-26 October. On their stand during the exhibition will be:

- Jamie Joyce – Chief Executive
- Mick Steele – Technical Director
- Warwick Wakefield – Customer Experience Director
- Gary Barnabas – Export Manager
- Kristian Ward – Operations Manager
- James Hayes – North America Operations Manager

[HostMilano](#) is an excellent opportunity to discover how Flexeserve can enhance your hot food operation, or even enable you to build one from the ground up.

Warwick concluded: "If you're curious about hot-holding and what we can offer, or you have ambitious aspirations for your hot food operation, come and chat with us – we're at HostMilano to help businesses like you."

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



## **An introduction to Flexeserve**

**Flexeserve is the industry leader in hot-holding units and food-to-go solutions – exporting its products and services around the world. Flexeserve enables major global retailers and independent outlets alike to improve their hot food programme, reduce food waste and increase profits.**

Invented, developed and assembled in the UK, the unique and patented range of Flexeserve heated units are revolutionising all sectors of the hot food market by improving food quality, extending shelf life and increasing the variety of food that operators can serve.

Flexeserve is the only company able to help its customers achieve true hot-holding, through its Flexeserve Solution.

This all-encompassing service, delivered through the expertise of their highly experienced in-house culinary team, features five elements – product, cook method, packaging, in-store service and the technology of its hot-holding units, Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.



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

This holistic approach not only unlocks the opportunities of hot-holding packaged food, it also delivers excellent food security, limiting contact before consumption – all whilst reducing single-use plastics.

## The Flexeserve product range currently features

- Flexeserve Zone: the patented, industry leading heated display, available in a range of sizes in both countertop and floor standing models.
- Flexeserve Zone Rear Feed: all the compelling benefits of Flexeserve Zone with the added convenience of restocking from behind the counter.
- Flexeserve Hub: a high capacity and versatile unit that can hot-hold large quantities of packaged food using Flexeserve unique hot air recirculation technology, designed to revolutionise both front and back-of-house operations.

Flexeserve is represented internationally by a portfolio of distributors that support its customers across the world and help share the company's expertise and promote the benefits of hot-holding with Flexeserve products.

## Short bio (100 words)

Flexeserve is the industry leader in hot-holding units and food-to-go solutions – exporting its products and services around the world. Flexeserve enables major global retailers and independent outlets alike to improve their hot food programme, reduce food waste and increase profits.

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, delivered through the expertise of their highly experienced in-house culinary team, features five elements – product, cook method, packaging, in-store service and the technology of its innovative hot-holding units, Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

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

## 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](https://www.linkedin.com/company/flexeserve)

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

## Brand and product names

**Flexeserve** is a brand of The Alan Nuttall Partnership Ltd.

**Flexeserve Zone** is the patented, industry leading heated display invented and manufactured by Flexeserve and available in a range of sizes, in both countertop and floor standing models.

**Flexeserve Zone Rear Feed** has all the compelling benefits of Flexeserve Zone, with the added convenience of restocking from behind the counter.

**Flexeserve Hub** is a versatile, high capacity unit that can hot-hold large quantities of packaged food using unique air recirculation technology, designed to revolutionise both front and back-of-house operations.

**Flexeserve Solution** is the all-encompassing service delivered by Flexeserve to help its customers achieve true hot-holding. It features five elements – product, cook method, packaging, in-store service and the technology of its innovative heated displays, Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

*Flexeserve®, Flexeserve Zone®, Flexeserve Hub® and Flexeserve Solution® are all registered trademarks of The Alan Nuttall Partnership Ltd.*



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