



flexeserve[®]
The Home of Hot-holding

Press kit

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Advancing hot food-to-go: Flexeserve at lunch! 2022

The Queen's Award-winning innovator will visit ExCel London to demonstrate how you can transform your hot food operations with Flexeserve's unrivalled hot-holding units and expertise.

The Home of Hot-holding – and manufacturer of industry-leading food-to-go heated displays – will be exhibiting at Stand L571 on 14th-15th September at ExCel London. Flexeserve has appeared at every lunch! Show since 2013 – this year they return as winners of the Queen's Award for Innovation 2022. CEO, Jamie Joyce recognises how valuable this event is for driving innovation within the food-to-go industry.

Jamie said: "Our industry and consumer demands move so quickly. That's why it's great to be able to attend exhibitions like the lunch! Show. We get to meet industry leaders who share our passion for hot food and discuss the very latest trends and how our hot-holding can help address them."



The importance of lunch!

Flexeserve works with some of the most popular food brands in the UK and around the world. Interestingly, many of these relationships begin with conversations at exhibitions.

Jamie continued: “We’re very excited for another year at lunch!, and what a year it is proving to be for Flexeserve, with our recent Queen’s Award. As the industry leader, we drive foodservice innovation in the UK – a market that is so important for us. The team we’re bringing to ExCel demonstrates our continued commitment to advancing hot food-to-go in our home territory, all whilst our international presence develops at pace.”

Ambassadors of hot-holding

In attendance will be The Home of Hot-holding’s unique team of food-to-go experts. This includes Operational Support & Development Manager, Dirk Wissmann, who has joined Flexeserve following his success at Pret a Manger.

Also on hand to field your hot food-to-go questions at lunch! 2022 will be:

- Warwick Wakefield – Customer Experience Director
- Billy Eatenton – UK & Ireland Sales Manager
- Kristian Ward – Operations Manager



Warwick Wakefield said: “Once again, the lunch! Show will be an incredible opportunity for operators to explore how Flexeserve’s hot-holding can transform the way they make and serve hot food.

“And there’s more to Flexeserve than our units. Through our all-encompassing service, Flexeserve Solution, we advise on every aspect of a hot food operation, including technical, culinary, packaging and in-store service. This is how we achieve true hot-holding.

“Come and talk to us and you’ll see how we can help evolve both front and back-of-house for hot food operations to be more efficient and profitable.”

Three showstoppers on display

Flexeserve’s unique team of hot-holding experts will showcase three hot-holding units that address specific needs within the food-to-go industry. These units, together with Flexeserve Solution, facilitate broader product ranges, optimise kitchen efficiency and deliver unrivalled hold times that reduce food waste.

On show will be countertop rear feed and floor-standing models from the industry-leading Flexeserve Zone range of hot-holding units. Flexeserve Zone recently won the Queen’s Award for Innovation 2022. This was in recognition of its ground-breaking design and the impact of its ability to hold food at different temperatures within the same unit.

Also on display will be Flexeserve Hub, a revolutionary, high capacity hot-holding unit that is transforming food quality and operational efficiency. Hub is designed to be perfect for both busy kitchens and operators with food models such as delivery, pickup, takeaway and drive-thru.

Come and see Flexeserve at lunch!

Flexeserve has transformed hot food-to-go for an impressive list of customers. These include Pret a Manger, Amazon, Gregg’s, Circle K, Sainsbury’s and M&S. Visit the Home of Hot-holding at stand L571 at lunch! 2022, to discover how its equipment and expertise could do the same for your business.

For more information, visit www.flexeserve.com.



27 models
across 3 product ranges





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 unrivalled hold times, maintain great food quality and deliver excellent customer experience.

With Flexeserve, operators achieve their goals and overcome their challenges. Their unique

team of hot food-to-go specialists, 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 changing 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, profitability 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 programme, 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 service 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.

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 Pret A Manger, Greggs, M&S, Sainsburys, Circle K and Amazon Go – to name a few.



Website

www.flexeserve.com

www.thealannuttallpartnership.co.uk

Multimedia

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

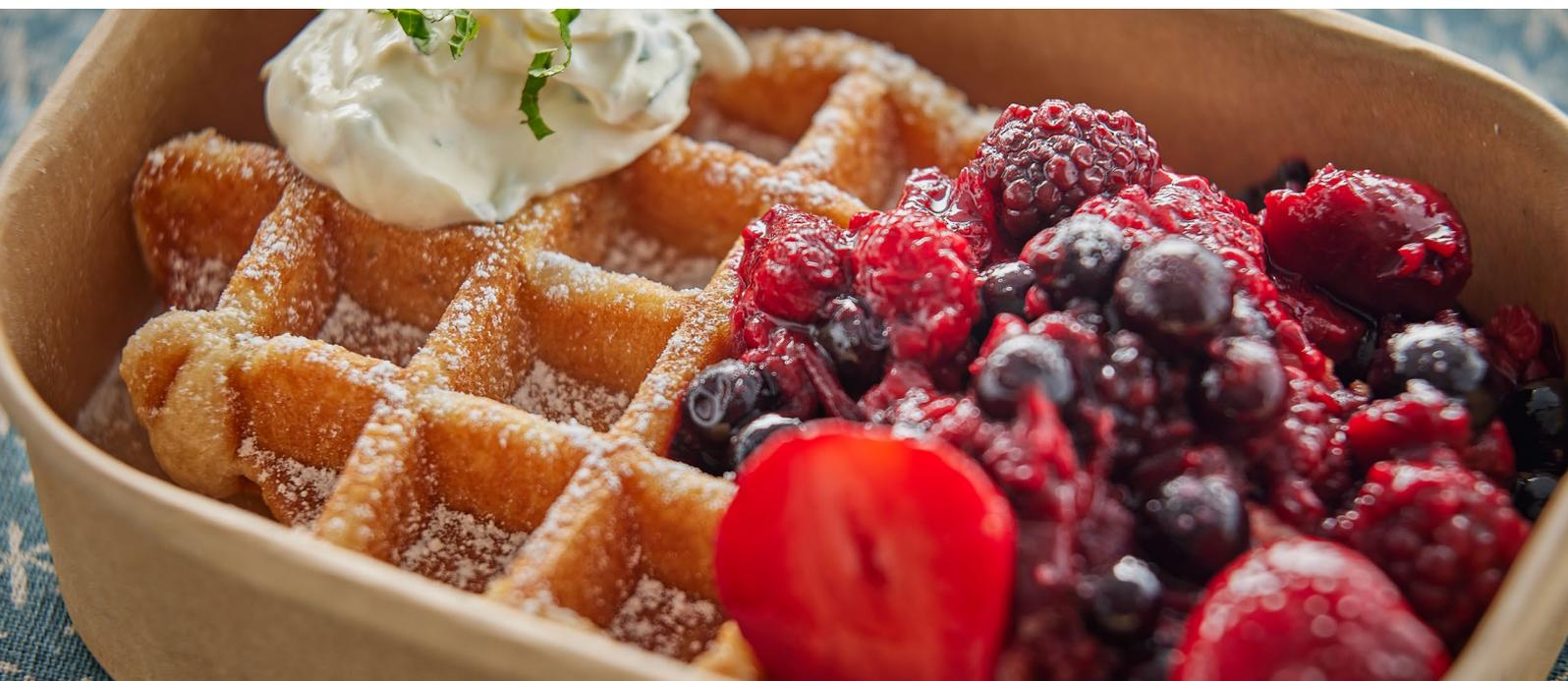
Social media handles

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 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.

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Contact

Press enquiries

Beverley Dunn

Press contact

[t] +44 (0) 121 236 8850 | 07770 437143

[e] b.dunn@carouselmarketing.com

Anne-Marie Richardson

Brand, Design and Events Manager

[t] +44 (0) 1455 638300 | 07785 398255

[e] anne-marie.richardson@flexeserve.com

Joshua Odigie

Marketing Manager

[t] +44 (0) 1455 638300 | 07773 947916

[e] joshua.odigie@flexeserve.com

General enquiries

FLEXESERVE

The Alan Nuttall Partnership Ltd, Orchard House, Dodwells Road,
Hinckley, Leicestershire, United Kingdom LE10 3BZ

[t] +44 (0) 1455 638300

[e] info@flexeserve.com

