



flexeserve®
The Home of Hot-holding

Press kit

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Flexeserve to demonstrate untapped potential for hot-holding to restaurants and takeaways at expo

The Queen's Award-winning innovator in hot-holding will bring its unrivalled equipment and expertise to the Restaurant & Takeaway Innovation Expo. The event at ExCel London is an opportunity for operators to discover how Flexeserve can transform their hot food.

Flexeserve will be exhibiting at Stand J24 on 19th-20th October at ExCel London, sharing its industry-leading units and foodservice expertise to a market that has so much to gain from hot-holding.

This will be The Home of Hot-holding's first appearance at the Restaurant & Takeaway Innovation Expo and a chance to see how its innovative hot-holding can drive kitchen efficiency, reduce food waste and enhance satisfaction for food delivery customers.

Flexeserve Director of Customer Experience, Warwick Wakefield, said: "We're very excited to be exhibiting at the expo for the first time. It's going to be an amazing opportunity for operators to explore our unique technology and tap into the knowledge of our expert team."



Expertise that makes all the difference

Flexeserve's unique team of the world's leading hot-holding specialists will be on hand at Stand J24 to field questions on culinary, packaging, technical and in-store operations. These are all vital for an optimised hot-holding operation and are covered by the industry's only all-encompassing hot-holding service, Flexeserve Solution.

Attending members of the Flexeserve team include Operational Support & Development Manager – Dirk Wissmann, Director of Customer Experience – Warwick Wakefield, UK & Ireland Sales Manager – Billy Eatenton and Key Account Manager – Kristian Ward.



They'll be demonstrating how true hot-holding can optimise your operations whilst helping you to sell more (and waste less) hot food.

Warwick continued: "With our equipment and expertise, we've helped many major brands and independents to change their game – transforming the way they make and serve hot food.

"Visitors will get hands-on experience of what our hot-holding can deliver, both front and back-of-house. Our mission is to advance the world of hot food-to-go and we believe this area of the market has yet to fully tap into the potential of hot-holding."

Achieve excellence in the kitchen

Flexeserve's team of hot-holding experts will bring two of its 'showstopping' units – the industry-leading, Queen's Award-winning Flexeserve Zone, and the front and back-of-house gamechanger, Flexeserve Hub.

Flexeserve Hub is a revolutionary, high capacity hot-holding unit perfect for both busy kitchens and operators with food models such as delivery, pickup, takeaway and drive-thru. With the ability to hot-hold a range of hot food at volume, Hub is transforming product quality and operational efficiency.

Warwick said: "With our latest innovation, Flexeserve Hub, and the advice we deliver through Flexeserve Solution, you can improve efficiency and food quality – to the benefit of your customers, your team and you!

"We're delighted to also be able to relieve pressure on the kitchen. Hub can function as a hot staging area for cooked ingredients, as well as hot-holding ready-to-go products and entire food orders. This means your team can cook more outside peak service times."

Joining Hub will be Flexeserve Zone, winner of the Queen's Award for Innovation 2022. Flexeserve Zone is unique in its ability to accurately hot-hold food at different temperatures within the same unit. This has driven the evolution of the UK hot food-to-go market for several years, embraced by many well-recognised brands, from Pret to Sainsburys.



Don't miss Flexeserve at Stand J24!

Warwick said: "Come and talk to us at Restaurant & Takeaway Innovation Expo. Whether you run a pizza delivery business, a dine-in grilled chicken restaurant or a grab-and-go noodle bar, Flexeserve can help you to sell more, waste less and achieve new levels of efficiency."

"Flexeserve has transformed hot food-to-go for an impressive list of customers, including Pret, Amazon, Gregg's, Circle K, Sainsbury's and M&S. We can do the same for your kitchen and delivery operations."

Visit The Home of Hot-holding at stand J24 at the Restaurant & Takeaway Innovation Expo 2022, to discover how you can transform your hot food operations in the kitchen, at the counter and on the doorstep.

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 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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