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EuroShop 2023: Flexeserve to change the game ... AGAIN with Solution evolution

Flexeserve is launching an evolution of its Flexeserve Solution – the industry’s only hot-holding service – in Düsseldorf. The team will showcase its unique equipment and expertise, and brand-new cloud service, Flexeserve Connect.

“Changing the game ... again”, the world-leading hot-holding manufacturer and food-to-go specialist, is returning to the world’s largest retail trade fair, EuroShop.

At Hall 14 / D17, Messe Düsseldorf, 26th February - 2nd March, there will be a range of Flexeserve’s innovative hot-holding units and a showcase of the all-new Flexeserve Solution, which will help operators transform their hot food programme at every location.

**The first
and still
the best.**

*Flexeserve Zone Rear Feed
3 Tier - Floor Standing, Model 1000*

*Flexeserve Hub
Model 600*

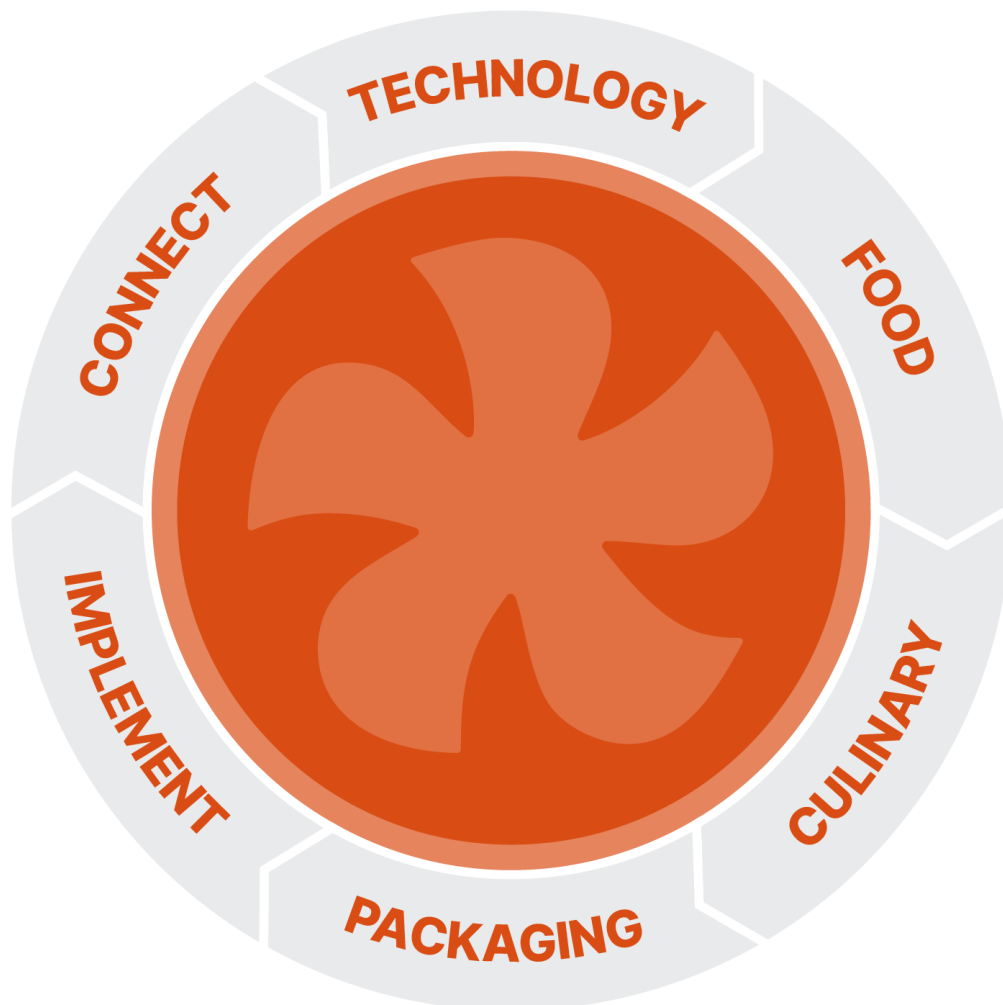
*Flexeserve Zone
4 Tier - Floor Standing, Model 1000*

Warwick Wakefield, Director of Customer Experience at Flexeserve, said: “We’re so excited to return to EuroShop – it’s a major global event for our industry and one that can influence the strategies of retailers around the world.

“We’re bringing our range of industry-leading hot-holding units, featuring Flexeserve Zone, now recipient of the Queen’s Award for Innovation: 2022. Equally, our team of experts has grown significantly in the past few years – and that’s why, beginning at EuroShop, we can offer our customers a new Flexeserve Solution.”

A new 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 unrivalled hold times – but also to embrace hot-holding **with ease**. The service, delivered by Flexeserve’s experts, comprises six key elements: Technology, Food, Culinary, Packaging, Implement and Connect. The team guides customers through this journey to refine and transform their hot food operation.



Billy Eatenton, Head of Culinary at Flexeserve, said: “Düsseldorf is going to be an amazing opportunity for operators to come and understand our true hot-holding and how Flexeserve can help them **sell more and waste less**. That’s wasting less of everything – food, energy and staff time.

“Our in-house chefs enable you to serve a wider range of incredible food. Then we help you streamline processes for maximum efficiency and establish the right packaging for each product for the best results.”



Last year, Flexeserve welcomed Dirk Wissmann, formerly of Pret A Manger, as its Operational Support & Development Manager. In his 23 years at Pret, Dirk played a fundamental role in integrating Flexeserve's hot-holding equipment to drive the evolution of a pioneering hot food operation.

Dirk now leads the Implement aspect of Flexeserve Solution, offering customers truly unique expertise, based around his extensive operational experience.

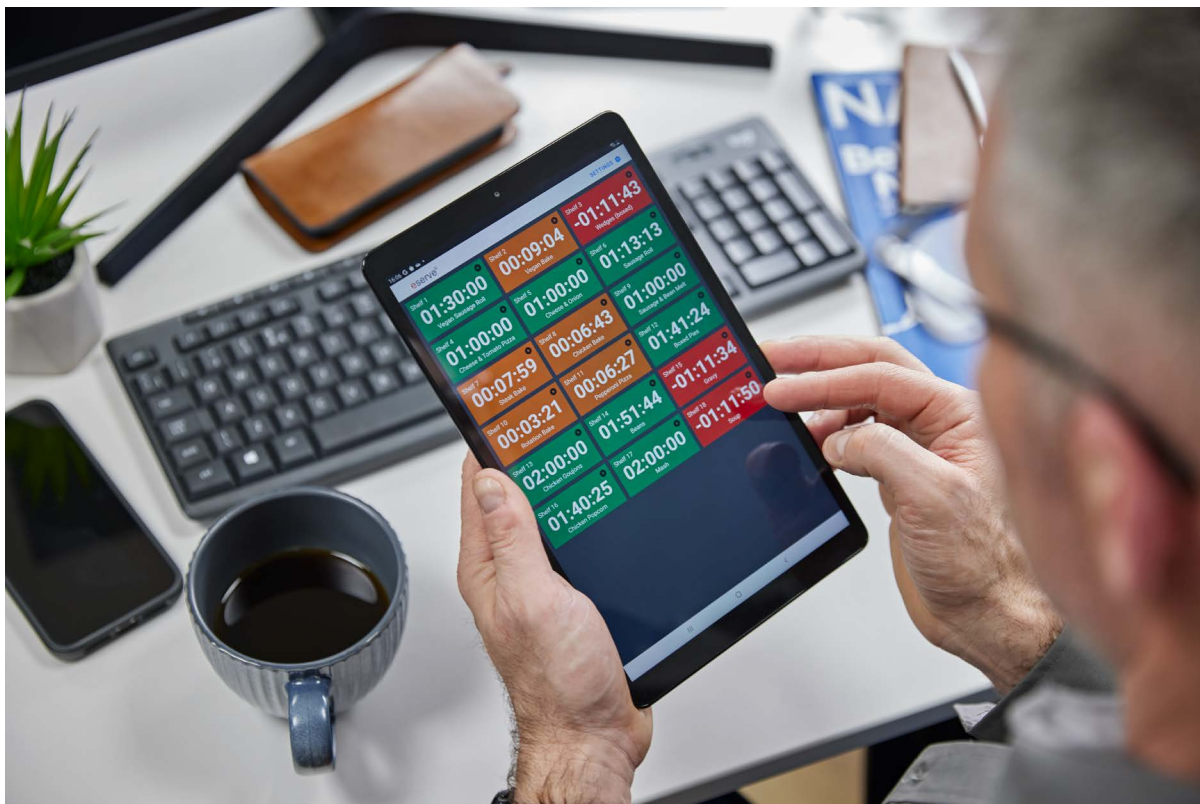


Dirk said: “We’re looking forward to welcoming operators to the stand to discuss their hot food and demonstrate our new Flexeserve Solution. Enhancing how we help customers to ‘make it a reality’ is a major aspect of Flexeserve Solution’s progression. Within Implement, we optimise both front and back-of-house, improving hot food in the kitchen, at the store and on the doorstep. And after that, we help to Connect!”

Don’t just control ... Connect

The newly added sixth element of Flexeserve Solution is Connect, a cloud-based service that is being exclusively previewed at EuroShop 2023 ahead of its official launch later in the year.

Connect will allow operators to control and automate units remotely, collate data on the performance of units to see their “hot food operation like never before” and use that data to further progress how they prepare and serve hot food.



Warwick continued: “Connect helps bring together everything you achieve with our experts, enabling you to maximise the benefits of Flexeserve Solution across your entire hot-holding estate.”

The cloud service will ensure you can take your hot food operation to the next level, and achieve the following benefits at every location:

- Real energy efficiency
- Maximised daypart opportunities
- Improved support for store teams
- Enhanced customer experience

Innovative products, international team

Representing Flexeserve at Hall 14 / D17 will be many of its expanding team of experts and distributors from around the world, including Meris Food Equipment of Australia and Pentagast, our newly appointed distributor for the DACH region.

Alongside Warwick, Dirk and Billy, will be Global CEO, Jamie Joyce and members of Flexeserve's commercial team, including EMEA Key Account Manager, Kristian Ward and new Head of Customer Development, Holly Francis.

In addition, there'll be members of Flexeserve Inc. – Dave Hinton, President of the Americas, Patrick Walker, VP of Technical Service and Adam Dyer, Director of Culinary for the Americas, who are currently establishing Flexeserve Inc.'s HQ in Dallas, TX for supporting customers across the Americas.



The stand will also play host to a variety of Flexeserve's industry-leading hot-holding units, including:

- Flexeserve Zone – the Queen's Award-winning and world #1 heated display
- Flexeserve Hub – the high-capacity unit getting its EuroShop debut
- Flexeserve Zone Rear Feed – allowing restocking from behind the counter

All-new for EuroShop will be Flexeserve Zone 4 Tier Rear Feed, which is perfect for supermarket rotisserie, warm bakery, breakfast items and so much more – providing new levels of efficiency for a busy store team.

Warwick concluded: "We have so much to show you, but we're also keen to listen. Flexeserve is more than a manufacturer, we are your hot-holding partner – helping you address your goals and challenges, to sell more and waste less.

"If you're coming to EuroShop, we'd love to see you and discuss how we can advance your hot food operation and take it to the next level."

For more information, visit www.flexeserve.com.



An introduction to Flexeserve (265 words)

Flexeserve is the world's leading hot-holding manufacturer and hot food-to-go specialist, partnering with and supporting global retailers and independent outlets. With their unique equipment and expertise, Flexeserve helps operators sell more and waste less.

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 change the game entirely.

In 1996, they discovered that convection was the only way to truly maintain 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, winner of the Queen's Award for Innovation: 2022.

Their game-changing products and all-encompassing service, Flexeserve Solution, deliver true hot-holding. This unlocks reduced food waste, extended shelf life, amazing food quality, diverse food range, unmatched efficiency and happier consumers.

Flexeserve Solution is the industry's only hot-holding service, delivered by their unique team of hot-holding experts and comprising Technology, Food, Culinary, Packaging, Implement and Connect. Flexeserve experts guide customers through this process to optimise their hot food programme and embrace true hot-holding smoothly, efficiently and profitably.

They innovate constantly. In 2020, they launched Flexeserve Hub in response to the booming food delivery market and it's been transforming kitchens ever since. Now, they're taking hot food to the next level with Flexeserve Connect – a cloud-based platform for their hot-holding units that will help operators sell more and waste less at **every location**.

More and more businesses are enjoying the benefits of working with Flexeserve and realising incredible efficiencies, profitability and – most of all – food quality that delivers a better consumer experience.

Short bio (130 words)

Flexeserve is the world's leading hot-holding manufacturer and hot food-to-go specialist, partnering with and supporting global retailers and independent outlets. With their unique equipment and expertise, Flexeserve helps operators sell more and waste less.

Their team of hot-holding experts deliver Flexeserve Solution, the industry's only hot-holding service, comprising Technology, Food, Culinary, Packaging, Implement and Connect. Flexeserve experts guide customers through this process to optimise their hot food programme and embrace true hot-holding smoothly, efficiently and profitably.

The innovative technology within their hot-holding units is unrivalled, with a range that includes the Queen's Award-winning Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

Now, they're taking hot food to the next level with Flexeserve Connect – a cloud-based platform for their hot-holding units that will help operators sell more and waste less **at every location**.



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 Circle K, BP, Amazon Fresh, SPAR, M&S, Pret and Pizza Express – 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: 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 Hub: Flexeserve Hub is a revolutionary, high-capacity hot-holding unit that's transforming food quality and delivering incredible operational efficiency. 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 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. For EuroShop 2023, Flexeserve is launching its brand new 4-tier Rear Feed model, perfect for supermarkets.

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 unrivalled 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 this journey to refine and transform their hot food operation.

Flexeserve Connect: Due to launch later in 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.

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