

flexeserve™
Redefining food-to-go

Press kit

Contents

An introduction to Flexeserve

- 225-word bio
- 125-word bio
- Queen's Award
- A tour of Flexeserve Inc.

Website

Multimedia

Social media handles

Electronic press kit and imagery

Brand and product names

Contact



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 HQ and Culinary Support Center (CSC) in Southlake, TX – 10 minutes from DFW Airport. The facility includes a cutting-edge CSC, extensive showroom and fully equipped studio and training facility.

This U.S. HQ supports customers and drives growth across the U.S., Canada and LATAC, 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, Starbucks, 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 Zone Xtra Enables up to 80% more food capacity than that of a standard countertop heated display, while still using the same footprint and power supply. Perfect for hot-holding where space may be limited, Xtra offers an incredible amount of hot food variety, to enhance sales and profit right from the countertop.

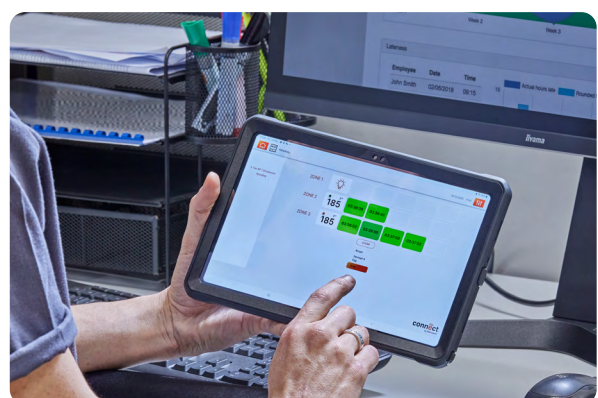
Flexeserve Zone Lite Delivers industry-leading hot-holding technology on the smallest scale yet. Featuring an ultra-lightweight and stackable design, Lite uses a 120V power supply to unlock unmatched portability throughout any operation. Use Lite to add incentives and limited time offers throughout every daypart, boosting extra sales right around the store.

Flexeserve Hub This revolutionary, high-capacity hot-holding unit is 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 The first cloud-based service for hot-holding, the multi award winning Connect 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.



Contact

Press inquiries

Beverley Dunn

Press contact

[t] +44 121 236 8850 | +44 7770 437143

[e] b.dunn@carouselmarketing.com

Anne-Marie Richardson

Brand, Design and Events Manager

[t] +44 1455 638300 | +44 7785 398255

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

Katie Brewer

Office Manager, Flexeserve Inc.

[t] (817) 875-6076

[e] katie.brewer@flexeserve.com

General inquiries

FLEXESERVE INC.

415 S Kimball Ave, Suite 160, Southlake, TX 76092

[t] (817) 391-2320

[e] help@flexeserve.com

