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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

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.

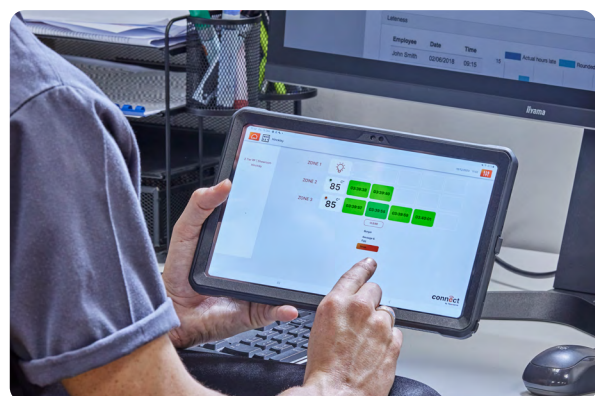
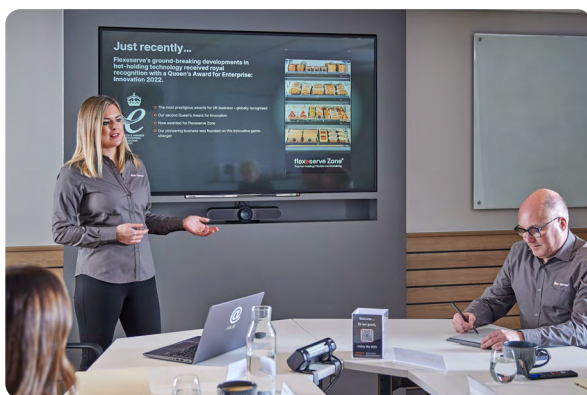
Flexeserve Zone Lite Delivers industry-leading hot-holding technology on the smallest scale yet. Featuring an ultra-lightweight and stackable design, Lite uses a 120V power supply to unlock unmatched portability throughout any operation. Use Lite to add incentives and limited time offers throughout every 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 registered trademarks of The Alan Nuttall Partnership Ltd



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