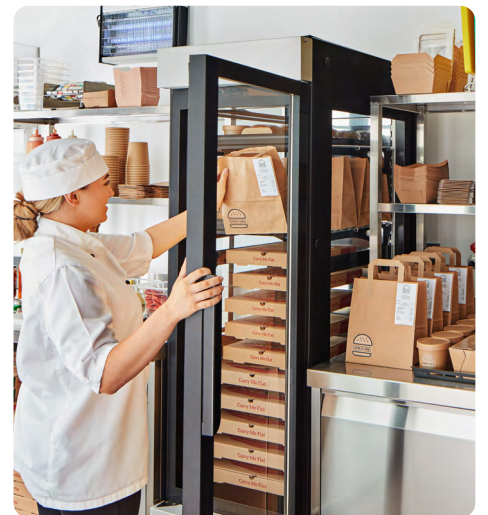




flexeserve®
Redefining food-to-go

Press kit

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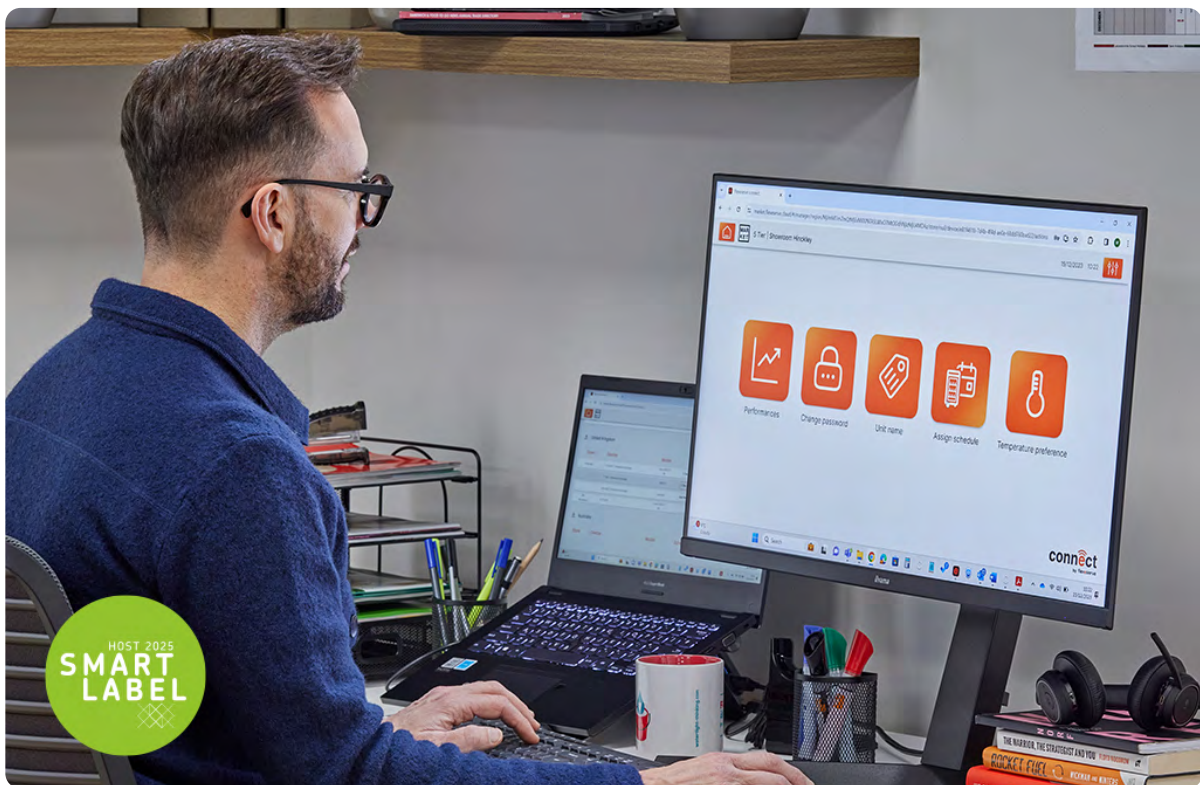
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Connect by Flexeserve scoops new award in HostMilano buildup

The hot-holding specialists' cloud-based service has been honoured prior to Europe's largest foodservice show.

Globally recognised as the leaders in hot food-to-go products and services, Flexeserve has added to its impressive accolades ahead of October's HostMilano event – with a SMART Label Award.

Maintaining a strong industry event presence worldwide, this established team is dedicated to helping all manner of foodservice operators sell more and waste less. Flexeserve's services are a key driver in this mission, with a proven ability to reduce energy costs and streamline efficiencies.



Connect by Flexeserve, now recognised with the HostMilano 2025 SMART Label Award, enables foodservice operators to control and automate hot-holding at the touch of a button

Their cloud-based innovation, Connect by Flexeserve is quickly becoming their most celebrated, now accredited with SMART Label certification by HostMilano's esteemed panel of judges.

A multi-award-winning service

Connect was launched in 2023, quickly earning a buzz within the industry as the first cloud-based service for hot-holding.

When asked about what made Connect such a game-changer for foodservice, Warwick Wakefield, Director of Customer Experience at Flexeserve, said: “No other platform offers such complete automation for hot food-to-go. With Connect, operators now have a way to turn units on or their shelves on and off, schedule cook times, adjust temperatures and receive real-time data analytics – all at the touch of a button.”

The potential for Connect’s impact was soon recognised by industry pundits. The service was honoured at the lunch! Show, the Sandwich & Food to Go Industry Awards and at GulfHost 2024’s Innovation Awards, in which it was named Best Front-of House Innovation.



“Connect’s success and recognition is attributed to its immediate ROI benefits,” Warwick continued. “It’s already trusted by major brands who understand Connect’s potential to save them millions in food waste, labour and energy costs.”

“As well as this, Connect’s ability to support other kitchen equipment and cooking systems makes it extremely versatile. You’ll be able to see how high speed ovens and our industry-leading hot-holding units work together seamlessly at HostMilano 2025, thanks to our partnership with RATIONAL.”

SMART Label – recognising those driven by innovation

HostMilano’s SMART Label Host Innovation Awards are promoted in collaboration with POLI.design, a key higher education provider founded by Politecnico di Milano.

This relationship sees the awards benefit from a rich judging panel of industry experts. Featuring reputable professors of Politecnico di Milano itself, as well as global technology retail specialists, to be recognised by this panel in particular is a true honour.

Not only that, but with only fifteen of all submissions being accredited with the certification, each one is meticulously analysed for eye-catching functionality, technology, environmental sustainability, or ethical and social implications.



With Connect by Flexeserve, operators can maximise sustainability, food quality and profitability by saving on food waste, as well as energy and labour costs

When asked about receiving SMART Label certification, Warwick said, “Connect was selected for ‘innovation in mode of use’, which we believe in wholeheartedly. The influence Connect can have on foodservice, particularly in the industry’s efforts towards more sustainable and efficient practices is staggering. At Flexeserve, we’re excited to be right at the forefront of these unique advancements.”

The bigger picture of true hot-holding

Even with its industry recognition, Connect remains only one element of a wider service that Flexeserve offers to achieve true hot-holding – [Flexeserve Solution](#).

“This is our all-encompassing service that puts your business at the centre of our expertise,” Kristian Ward, EMEA Key Account Manager, began when asked about Solution. “We work alongside all kinds of operators to review their entire hot-holding programme, from menus and cook methods to packaging and the implementation process. The results are transformative, with customers able to maximise sales and profit potential.

“Solution really does unlock true hot-holding, utilising the pioneering technology found in each Flexeserve unit to its full capabilities. By effectively using recirculated hot air, our units can keep a huge variety of food at just-cooked quality for longer than ever thought possible. Solution finds the exact microclimate needed to perfect your entire menu for unrivalled customer satisfaction.”



Flexeserve Solution is the industry's only hot-holding service, enabling foodservice operators to exceed their hot food goals efficiently, sustainably and profitably.

You can find Flexeserve at HostMilano, 17-21 October at Fiera Milano (Rho), in Hall 6, Stand B35 C36. There they will be conducting High Speed Food-to-Go Showcases with RATIONAL, displaying their latest product – Flexeserve Zone Lite and continuing to show attendees why Connect is SMART Label certified.

“We can’t wait to talk to all the different kinds of foodservice operators at HostMilano,” Kristian concluded. “There’s never been a better time to invest in our award-winning products and services so you can sell more and waste less. And it can all start with a conversation in Milan.”

For more information, visit www.flexeserve.com.



An introduction to Flexeserve (304 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 advanced technology 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.

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

Flexeserve Solution is the industry's only hot-holding service, delivered by their unique team of hot-holding specialists 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 sustainably, efficiently and profitably.

A pioneer within the industry, Flexeserve is constantly innovating. They launched Flexeserve Hub in response to the booming food delivery market and it's been transforming kitchens ever since. Now, they're advancing their counterop range with Flexeserve Zone Xtra and Lite, making hot-holding accessible throughout stores and for all operators. Connect by Flexeserve, the world's first cloud-based platform for hot-holding, is taking hot food to the next level again, by helping operators control and automate their hot food programme – to 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 the best consumer experience.



Short bio (143 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 advanced technology and expertise, Flexeserve helps operators sell more and waste less.

Their team of hot-holding specialists delivers 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 sustainably, efficiently and profitably.

The advanced technology within their hot-holding units is unrivalled, with a range that includes the award-winning Flexeserve Zone, and its Rear Feed, Xtra and Lite models, and Flexeserve Hub.

Connect by Flexeserve, the world's first cloud-based platform for hot-holding, is taking hot food to the next level again, by helping operators control and automate their hot food programme – to sell more and waste less **at every location.**

Companies we work with

Flexeserve is trusted by major brands across the globe. See how our game-changing products, services and industry knowledge have transformed their food-to-go programmes, reducing costs and improving sales and profit.

www.flexeserve.com/case-studies/



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 Multi-award-winning 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 is limited, Xtra offers an incredible amount of hot food variety, to enhance sales and profit right from the countertop.

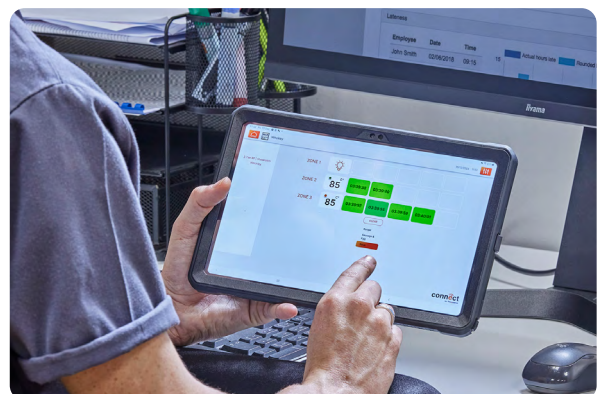
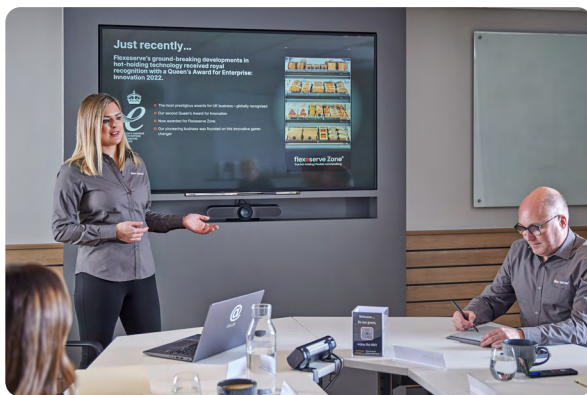
Flexeserve Zone Lite Delivers industry-leading hot-holding technology on the smallest scale yet. Developed for optimum portability and versatility, Lite runs on a 13A power supply for easy plug-and-play capability in coffee shops, delis, convenience stores, supermarkets or any other foodservice environment. 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 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 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®, Flexeserve Solution® and Connect® by Flexeserve are all registered trademarks and copyright of The Alan Nuttall Partnership Ltd.



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