

flexeserve™
Redefining food-to-go

Press kit

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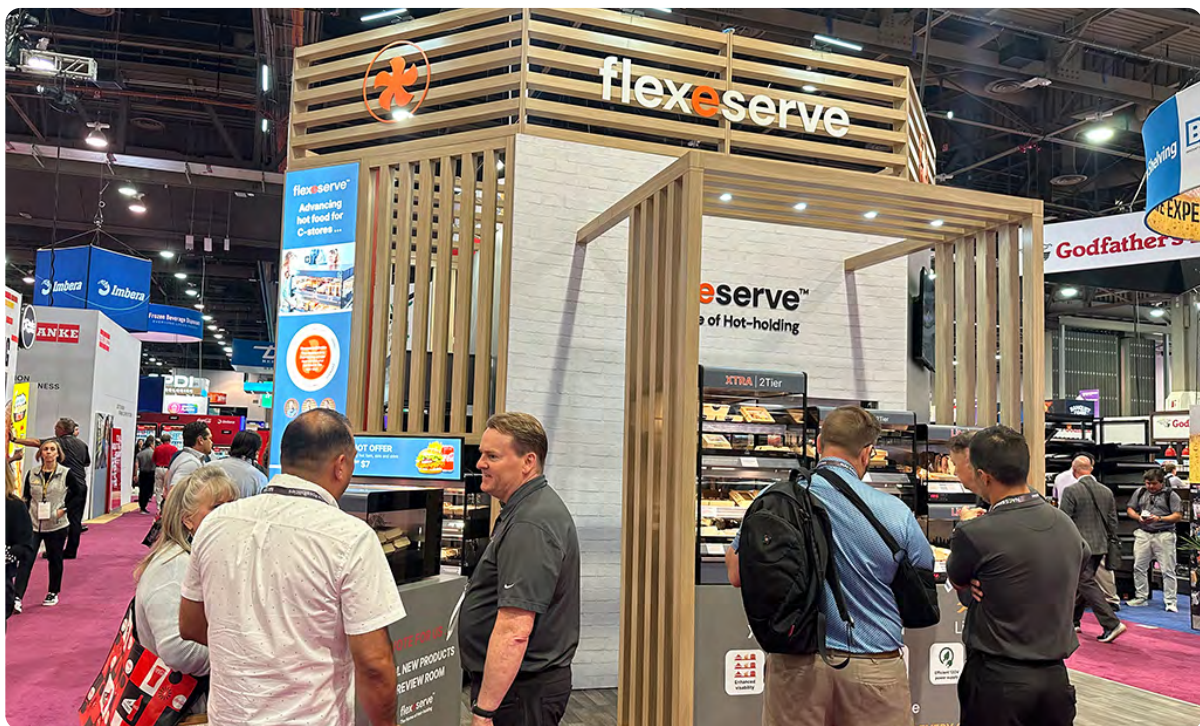
Press release: (4 min read)

NACS 2025, c-stores set to sell more and waste less with Flexeserve

The leaders in hot-holding are returning to the convenience industry's biggest show of the year.

Flexeserve is globally renowned as the game-changer for hot-holding solutions. A key presence at all industry events, their team of specialists will be at McCormick Place in Chicago, October 15-17, for the National Association of Convenience Stores (NACS) Show 2025.

The NACS Show is the biggest event for convenience stores worldwide, with over 26,000 attendees at the previous show – a new NACS record. 2025 promises to be bigger than ever.



Flexeserve Sales Manager, Conrad Randell will be at the NACS Show 2025 demonstrating how Flexeserve's advanced technology and services help c-stores sell more and waste less

Ready to help all operators sell more and waste less as part of their mission to redefine food-to-go, Flexeserve will be looking to surpass a landmark 2024 event of their own. This year, their focus will be on meeting c-store pain points head on at Booth S5556 with their ever-evolving range of unique products and services.

Helping foodservice operators sell more – 24/7

With c-stores often remaining open for longer than any other retailer, usually 24/7, they instantly maximize their own sales opportunities. This goes hand-in-hand with Flexeserve's advanced technology, which enables longer hot-holding times than ever thought possible.

“Our goal has always been to help businesses sell more and waste less,” Flexeserve Inc. Sales Manager, Conrad Randell began. “And there’s no better way to sell more than with the patented, game-changing technology found in every Flexeserve hot-holding unit.”

“We’ve seen competitor units lose food quality rapidly over short time periods. However, our units can hot-hold any kind of food for hours and still retain amazing quality. This is huge for c-stores because, with a tailored Flexeserve hot-holding program, their 24/7 hours can mean 24/7 sales.”

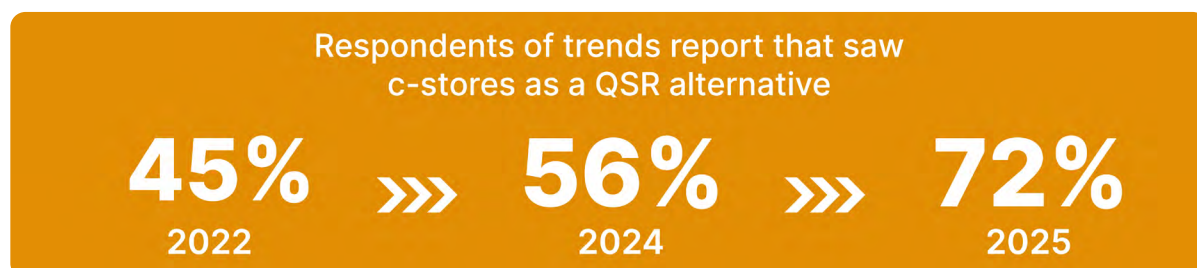


Flexeserve offers an unrivaled range of hot-holding products that are disrupting the grab-and-go market. An increasing number of c-store chains are now choosing Flexeserve as their sole hot-holding provider.

Conrad continues: “C-stores are now finding they no longer need multiple products for a profitable grab-and-go program. Our heated displays unlock a huge variety of menu options, from hot snacks to full meals, revolutionizing what’s possible for the industry.”

The U.S. foodservice market certainly seems to be evolving, with c-stores continuing to steal market share from QSR competitors.

Intouch Insight’s Convenience Store Trends Report 2025 says 72% of respondents see c-stores as a real alternative to fast-food chains – a 16% increase since the 2024 report.



“C-stores also benefit from using countertop space effectively,” Conrad stated. “For this, we offer three model ranges – Countertop, Xtra and our newest product, Flexeserve Zone Lite – to completely revolutionize sales opportunities within smaller spaces.”

Be the first to add Lite at your stores

The latest addition to Flexeserve’s Countertop range, Flexeserve Zone Lite has been developed specifically with c-stores in mind, for hot-holding on their smallest scale yet.

“Lite was previewed at NACS 2024 to immediate recognition, achieving top 10 status in Cool New Products,” Flexeserve Inc. President, Dave Hinton began. “We’re excited for customers to now see these units in action at the NACS Show 2025.”

Conrad Randell added: “Running on a 120V power supply, this is our most versatile unit for c-stores yet. Lite is the ideal starter product for those new to hot-holding, or as an additional way to supercharge impulse buys, day and night.”



Designed specifically for c-stores, Flexeserve Zone Lite will be at the NACS Show 2025 for customers to see true hot-holding in action on its smallest scale yet

These last-minute purchases are a huge segment of the average American’s shopping habits. Capital One’s Impulse Buying Statistics Report 2025 showed 80% of consumers shop impulsively in brick-and-mortar stores, with 70% of all consumers saying they would buy an item just because it was on sale.

“Being able to offer hot savory snacks and baked goods, such as warm cookies and brownies, will make a huge difference to overall sales. Lite unlocks this, with high-quality hot-holding right at the cash register,” Conrad concluded.

“Don’t miss your chance to explore how Lite can transform your stores,” Dave Hinton said. “Meet us at Booth S5556 for a full, expert analysis of how you can sell more and waste less immediately.”

Earn more when you waste less – only with Flexeserve

In the U.S., it’s widely claimed that around 40% of all food in the retail sector is wasted. Flexeserve has been working to help operators significantly reduce this, with their tailored services promoting improved efficiencies and cost-effectiveness.



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

Flexeserve Solution is an all-encompassing service designed to put any business at the center of the hot-holding specialists’ expertise.

“Solution focuses on every detail of the customer’s operation,” Conrad began. “From food menus to cook methods and custom packaging, we create a fool-proof, tailored program for razor-sharp efficiencies and maximized productivity.”

An additional offering as part of Solution, Connect by Flexeserve is the first cloud-based service for the grab-and-go segment. Multi-award-winning, Connect is already the choice of major c-store chains to save them millions in energy costs and food waste.

“Connect allows users to remotely automate their entire hot-holding estate. Our customers have found by scheduling timings, turning units off and on and analyzing real-time data – all at the touch of a button – they can see wastage savings of up to 50%.”



With technology now playing such a significant role in our working lives, the potential for Connect, and future digital developments, within foodservice is staggering. And Flexeserve is right at the forefront.

Dave Hinton concluded: "It's appropriate that this year's theme of NACS 2025 is Level Up, as the transformative results our customers have seen are doing exactly that. We're excited for even more brands to see that the only way c-stores can truly level up is with Flexeserve."

For more information, visit www.flexeserve.com.



An introduction to Flexeserve (267 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, multi-award-winning heated display – Flexeserve Zone.

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 specialists, with culinary, technical and in-store experience, help their customers 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 program – to sell more and waste less at every location.



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 optimize their hot food program and embrace true hot-holding sustainably, efficiently and profitably.

The advanced technology within their hot-holding units is unrivaled, 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 program – to sell more and waste less **at every location.**

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.



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 programs, reducing costs and improving sales and profit.

www.flexeserve.com/en-us/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 120V 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 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.

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