

Press release: (4 mins read)

Flexeserve celebrates further expansion on U.S. anniversary

The industry's biggest name in hot-holding products and services, Flexeserve, is marking a major milestone.

Having established their U.S. brand, Flexeserve Inc., in November 2022, the leaders in food-to-go products and services have a lot to celebrate on this momentous three-year anniversary.

A growing customer base, new accolades and an ever-increasing market presence are just some of the ways Flexeserve has solidified its position as a leader in the grab-and-go industry.

A pioneering endeavor

Flexeserve's arrival into the U.S. market came long before they created an American subsidiary. While Flexeserve has been UK-based since its inception, with roots dating back to the 1990s, it has been a global brand for many years – supplying to operators across the world and the Americas in particular.

"The Americas have always shown a desire for Flexeserve products and services," Jamie Joyce, Global CEO of Flexeserve, recalled. "However, in order to provide our full, customer-focused experience within this region, establishing a brand and base of operations here was essential to our strategy and a significant step in our mission to redefine food-to-go."

Flexeserve Inc.'s U.S. HQ and Culinary Support Center in Southlake, TX, opened its doors in the summer of 2023. However, with the world still feeling the effects of a global pandemic, the challenges in developing this state-of-the-art space were substantial.



Flexeserve's U.S. HQ and Culinary Support Center (CSC) in Southlake, Dallas, TX

Closed borders and a variety of restrictions across the globe meant travel and communication issues needed to be overcome. As well as this, Flexeserve's all-encompassing service, Flexeserve Solution, had to be provided at a distance, meaning further dedication and flexibility were required from their team of specialists.

Jamie Joyce stated: "Since Flexeserve Inc. was established, we have continued to adjust, grow and learn. We will always strive to ensure our customers, no matter where they operate, receive the industry-leading service Flexeserve is known for. The challenges we faced while establishing our physical footprint in the U.S. have only made the achievements alongside them that much more rewarding."

Flexeserve Inc. anniversary celebrates three years of achievement

Flexeserve's recent successes have been achieved through their ongoing goal of inspiring the foodservice industry with new ideas. Their most recent innovations since 2022 have continued this longstanding mission.

Flexeserve Zone Xtra was their first product to bring a supersized capacity to a countertop setting. Meeting the needs of c-stores where space is limited throughout, Xtra provides up to 80% more merchandising volume than a standard countertop display. As part of the Zone range, Xtra features Flexeserve's unique 3D convection technology for longer hold times, as well as incredible food quality and freshness.

Meeting the demands of operations across all kinds of segments, a new service, Connect by Flexeserve was also introduced. The first cloud-based service of its kind, Connect offers complete automation and control over an entire estate of hot-holding equipment – all fully remotely.



New innovations, awards and a growing team are recognized by Flexeserve Inc. anniversary

“Connect has already caused a stir with major operators,” Flexeserve Inc. President, Dave Hinton began. “One key c-store giant, having seen Connect’s ability to save them millions in food waste, energy and labor costs, is already rolling out the service into thousands of their stores.”

Not only that, but Connect is multi-award-winning, most recently seeing success in Dubai and Italy. Winner of Best Front of House Innovation at GulfHost 2024’s Innovation Awards, Connect has now been given SMART Label certification by HostMilano – highlighting its innovative technology and exceptional user benefits.

Meanwhile, back in the U.S. at NACS 2024, Flexeserve’s latest product, Flexeserve Zone Lite, was previewed to immediate recognition.

“Flexeserve Zone Lite was voted into the top 10 of NACS’ Cool New Products at this prestigious event,” Dave Hinton continued. “This is Flexeserve’s first product designed specifically for American operations and we couldn’t be happier with how it has been received. A full launch of Flexeserve Zone Lite will begin soon, which will change the game for U.S. operators all over again.”

These industry events have been pivotal in driving Flexeserve’s growth further across the Americas. With enhanced name value and brand recognition increasing demand for its products and services, Flexeserve relies on a comprehensive network of North American rep partners and authorized dealers to aid in customer experience.



SESCO President, Dan Farmer (left), Flexeserve Inc. President, Dave Hinton (center) and SESCO Chairman, Kevin Leonard (right)

This network has also continued to flourish, through recent partnerships with SESCO, Curren Solutions and Access Partners, among others, strengthening Flexeserve’s North American reach. Last year also saw Flexeserve enter the Latin American market for the first time, appointing NS InterMarket as its official LATAC representative.

An evolving team of specialists

Following the inception of Flexeserve Inc., President, Dave Hinton quickly grew a formidable team, able to deliver a full scope of customer services and hot-holding solutions. Each new member has proved to be vital in their respective positions. Sales Manager, Conrad Randell has excelled in finding tailored solutions for every customer. These relationships were then strengthened thanks to the addition of Key Accounts Manager, Rachel Paul. Meanwhile, Culinary Director, Sean Landrum has been essential in offering foodservice expertise to operators across the Americas.

Most recently, Flexeserve has acquired Technical Service Lead, Ed Curtis to ensure service standards continue to be industry leading. Meanwhile, Rachel Chin has already assisted with a number of administrative and customer support responsibilities as Operations Coordinator.



Latest addition to the Flexeserve Inc. team is Operations Coordinator, Rachel Chin, who will enable the entire Flexeserve team to thrive and enter new areas of support

“Our newest team member, Rachel Chin, has an integral role here at Flexeserve,” Dave Hinton said. “Her contributions to our high standards of efficiency, attention to detail and unwavering support enable us to offer our customers and industry partners the level of service, and quality of products, that surpass expectations.”

“Rachel’s presence has also added to the warm and welcoming environment that is essential to Flexeserve’s core values.”

Continuing an exciting vision

The foundations of Flexeserve's success were built by its late Founder and innovator, Alan Nuttall. His entrepreneurial spirit and visionary approach meant Flexeserve's culture was always one of inspiration, evolution and advancement.

"Alan and his vision had a profound effect on my career and life," Jamie Joyce stated.

"Flexeserve President, Dave Hinton, and I have fostered a culture in our U.S. business that mirrors that of our UK operations, which were developed from Alan's legacy. He always wanted to collaborate with all of our partners and customers, highlighting respect, leadership and passion for what we do."

Jamie concluded: "Alan's encouragement was instrumental in helping us with the planning and development of Flexeserve Inc. and its HQ – a landmark achievement in our pioneering journey. Although I wish he had been here to see our plans come to fruition, I am immensely proud and thankful of the work that has been achieved by our incredible team who continue to fulfill Flexeserve's vision for the Americas.

"Now, as we celebrate this milestone anniversary, we're excited to build on this foundation in a territory where the opportunity to transform the food-to-go landscape is limitless."

For more information, visit www.flexeserve.com