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New rep partners, SESCO, boost Flexeserve's U.S. presence

As the global leaders in hot food-to-go, Flexeserve Inc. has built an extensive network of distributors and rep partners throughout the U.S., Canada and LATAC.

Consistently working towards a wider presence and offering continued support within their respective regions, these partners are integral to the success of Flexeserve.

Having earned an excellent reputation within the industry, Flexeserve is known for solving common customer pain points of increased labour costs and wastage. This is exactly why they were approached by their latest partner, SESCO.



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

A complete customer offering, alongside the industry leaders

A leading Midwestern rep, SESCO supplies smart equipment and solutions for the foodservice industry. Based in Ohio, they represent operations across MAFSI regions 6 and 7, with an established customer network in Indiana, Kentucky, Michigan, Western Pennsylvania, West Virginia and Western New York.

Specialising in a full range of kitchen solutions and already supporting a variety of partners in commercial refrigeration, cooking appliances and foodservice dispensers, SESCO needed high-quality hot-holding equipment to complete their comprehensive offering to customers.



SESCO will represent Flexeserve in key Midwestern areas

“The precision oven manufacturers we represent are well known for their quality, but we needed to step into hot-holding to maintain the high standards created in this cooking process,” Dan Farmer, President of SESCO, began. “As Flexeserve are the leaders in this industry, it quickly became clear that their innovative products and expertise were the only choice and fit perfectly with our existing product strategy.”

Flexeserve’s patented 3D convection technology, used in each of their hot-holding units, is their key to enhancing high food quality and meeting exceptional standards. Using recirculated hot air, food’s moisture is locked in for just-cooked texture, colour and taste. This results in hold times that are longer than ever thought possible and, most importantly, increased sales potential for any hot food operator.

“Flexeserve’s innovative technology, in combination with their entire approach to hot-holding, has been proven to outperform their competitors in every way. We can’t wait to see how this reduces waste and improves profits for our customers,” Dan concluded.

Sharing a mission of innovation with SESCO

Flexeserve and SESCO saw immediate parallels in their operations, finding a shared desire for further innovation within the foodservice industry, as well as a people-centric culture.

“Flexeserve has a long history of innovation, dating back over 25 years,” Dave Hinton, President of Flexeserve Inc., stated. “Even now, with the recent launches of Flexeserve Zone Xtra and Flexeserve Zone Lite, we’re continuing to change what’s possible in grab-and-go. We look forward to learning how we can innovate even further through this new partnership with SESCO.”



Transform your food-to-go programme with Flexeserve

SESCO has been actively promoting new and innovative products for over 30 years. With the addition of the Flexeserve range, including these new units specifically designed for the Americas, a wider audience can now achieve true hot-holding.

Integrating knowledge and expertise

An education session at The NAFEM Show in February was just one part of SESCO's implementation process to represent the hot-holding specialists effectively.

"We have already learnt so much in our meetings with Flexeserve," Paul Cornish, Client Care Manager at SESCO, said. "The training session we attended at NAFEM benefited our team tremendously, as well as visiting Flexeserve's U.S. HQ for a deep dive into industry-leading hot-holding and best practice technical service. This attention to detail and complete support are big reasons why Flexeserve is the #1 choice."

With Flexeserve's high standards of support in place, SESCO can meet them seamlessly using its own test kitchens. Located in Indianapolis, Pittsburgh, Cincinnati, and other major Midwestern cities, these kitchens enable SESCO to help deliver Flexeserve's signature service – Flexeserve Solution.

Solution is the commanding and defining service in hot-holding. A first for foodservice, it puts the customer at the heart of Flexeserve's expertise, allowing them to completely revolutionise their entire operation.



Flexeserve Solution, the industry's only service for true hot-holding

Uniting every facet of Flexeserve's incredible customer offering, from menu development and technology to testing cook methods and training team members, Solution changes the game for any operation. Now, adding SESCO's own expertise into this process, Midwestern customers can achieve even more.

"With SESCO's multiple test kitchens already offering incredible support over a range of foodservice products, we can't wait to see how they harness their customers' potential through Flexeserve Solution," Dave Hinton said. "We believe it's this kind of collaborative partnership that enables us to grow and learn together, resulting in a comprehensive service that truly transforms hot food operations."

Echoing Dave Hinton's thoughts on achieving a significant level of culinary support, Paul added, "Having assisted over 600 participants in these test kitchens in the last 12 months alone, our new partnership is sure to boost this number even further throughout 2025."

Flexeserve and SESCO, a partnership full of investment

Both Flexeserve and SESCO predict long-lasting and transformative effects on the standards and advancements across grab-and-go.

"This new partnership is another example of our continued investment and growth in the Americas, reinforcing our presence in a major territory," Dave Hinton stated. "We've found an excellent rep in SESCO and are sure we'll see a lot of impressive results in the Midwest."



SESCO test kitchen discussions and demonstrations

As well as a collaborative effort to improve the foodservice industry, SESCO is also keen to deliver on a service that meets both brands' ideals.

"Our shared goals mean we are not only going to enhance business opportunities across every segment, but also continue Flexeserve's amazing achievements," Dan Farmer commented. "We are proud to uphold their values of quality, innovation and passion in everything we do."

For more information, visit www.flexeserve.com

Take a tour of our U.S. HQ and Culinary Support Center



Flexeserve's HQ and Culinary Support Center in Southlake, Dallas, TX



Flexeserve Inc.'s cutting-edge Culinary Support Center – fully equipped with a modern ventless cookline and a large food preparation area for collaborating with customer food development teams



The Studio and Training Room – featuring a direct video link to the Culinary Support Center and installed with the latest digital technologies for customer collaboration and remote demonstrations



The Hive – where Flexeserve's hot food experts with their customers and rep partners can eat, meet and innovate together

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