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Flexeserve to educate new segment at SNA conference

The global leaders in hot-holding will be heading to their first School Nutrition Association (SNA) event this month.

The hot food experts at Flexeserve are continuing to redefine food-to-go with innovative products and services, as well as their industry-leading expertise. Customers across all kinds of segments have already achieved transformative results, with major reductions in waste and supercharged sales, thanks to Flexeserve.

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Now, SNA's Annual National Conference (ANC) is on the horizon – the premier event for food professionals in the education segment. Taking place at the Henry B. González Convention Center in San Antonio, TX, July 13-15, the School Nutrition Association's ANC brings together over 6,500 attendees for workshops, talks, networking opportunities and much more.

This will be an excellent opportunity for Flexeserve to connect with a new market that shows considerable potential for improvement with investment in their equipment and knowledge.



Conrad Randell, Sales Manager, highlighting the scope of Flexeserve's global operation

Conrad Randell, Sales Manager for the U.S. and Canada said, “We’re really excited for our first ANC. It’s the perfect chance to meet top education foodservice professionals, showing them the benefits of our Flexeserve Zone hot-holding range, including our new high-capacity countertop unit, Xtra, at Booth 1404.

“From our research, and as a member of the School Nutrition Association, we can see this segment has several key pain points that can be solved by Flexeserve, offering students and staff alike a whole new world of high-quality hot food.”

It’s these pain points, referenced by Conrad, that see many schools suffering from high energy and labor costs, as well as significant losses from food waste. This could be attributed to logistical issues that come with needing to offer a high volume of hot food throughout the day, with staggered lunch breaks and recess times complicating matters as well.



Discover true hot-holding for a huge range of food at the School Nutrition Association's ANC

Not only that, but students’ expectations from their lunch options have evolved too. Now there is a need to meet various dietary requirements, provide nutritious alternatives to traditional options and offer different styles of cuisine, all at the highest quality possible.

While these issues may seem difficult to combat, an investment in Flexeserve’s Zone range can solve industry pain points with ease. The floor standing Zone was the first hot case of its kind, using 3D air convection technology to hold food at multiple temperatures – enhancing quality, variety and display times. Since its inception, Zone has grown into a whole range of industry-leading products, with new ideas and innovations constantly being developed. Zone units are extremely energy-efficient, with a proven ability to reduce operational costs, especially in comparison with outdated hot-holding methods.



Flexeserve products are already popular in a range of foodservice venues

“We’re also really excited to discuss our philosophy of total operational efficiency at the Annual National Conference,” Katie Brewer, Operations Manager specializing in Consultant Support, added. “By utilizing our premium services, Flexeserve Solution, an all-encompassing process that puts you at the center of our expertise, and Connect, the first cloud-based platform for hot-holding, enabling complete automation of your hot food program – any operation can be taken to the next level for truly game-changing results.”



Hot-holding healthier food options for School Nutrition Association members

What could be even more exciting for schools, however, is Flexeserve’s ability to reduce food waste and offer new, after-school options for students.

“Thanks to our unmatched hot-holding times, we can see students having the opportunity to purchase value-meal combos at the end of the day. Not only would this avoid potential waste but also offer a nutritious meal to students staying for after-school clubs or sports,” Katie stated.

This prospect of an additional meal would be highly beneficial for students and families that are stretched by tight budgets. With concerns over food and living costs remaining a factor in many people’s everyday lives, Flexeserve is continuing to advise on how waste can be avoided.



Culinary Director, Sean Landrum, showcases Flexeserve’s incredible capabilities

“Katie continued, “We’ve already achieved incredible results at sports arenas and entertainment venues, by improving the quality and variety of hot food on offer and providing the opportunity for meal-deal options to patrons at the end of events, which has slashed waste statistics significantly. In another recent example, a world-renowned airline has been able to offer overnight shift workers hot food options for the first time, thanks to an investment in our Flexeserve Zone units.”

Flexeserve’s team of hot food specialists will be at Booth 1404 at SNA’s ANC, July 13-15, ready to discuss their innovative products and services with visitors to the event. Also attending the conference will be a number of their rep partners that help Flexeserve continue to change the game throughout the Americas.

Can’t make it to the School Nutrition Association Annual National Conference? You can discuss your hot food-to-go needs from anywhere in the world virtually, or meet the team at Flexeserve’s state-of-the-art HQ and Culinary Support Center in Southlake (DFW Metroplex), TX.

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

For more information, visit www.flexeserve.com