

**Press release:** (798 words)

# **Sell even more hot food with new Flexeserve Zone Xtra at NACS 2023**

**The world-leading hot-holding manufacturer and food-to-go specialist will help c-stores sell even more and waste even less from the counter, with the launch of Flexeserve Zone Xtra.**

Hot from the Grand Opening of Flexeserve's U.S. HQ and Culinary Support Center (CSC) in Southlake Dallas TX, the Home of Hot-holding in the Americas will be at the NACS Show 2023 – the premier industry event for convenience stores that attracts retailers and c-store operators from around the world.

At Georgia World Congress Center this week in Atlanta, October 4-6, Flexeserve will be showcasing their expertise and brand-new products at Booth C6613 in Exhibit Hall C.



*Flexeserve Zone – the only unit able to hot-hold foods with different temperature requirements in the same unit*

Currently transforming hot food operations for major brands – including Circle K, QuikTrip and Buc-ee's – Flexeserve's dedicated team of U.S. experts will be tackling hot food challenges head on. They'll be revealing their new high-capacity heated display and demonstrating the first ever cloud service for hot-holding – Connect by Flexeserve.

Michael Torresco, VP of Sales at Flexeserve Inc., said: “We see the growing hunger for hot food in the c-store industry, with huge untapped potential that we can unlock with our unique hot-holding equipment and expertise. We can’t wait to show operators how they can maximize their hot food programs with Flexeserve.”

## **NEW! High capacity, on the counter**

Featured in the NACS Cool New Products preview room, the company will be launching its latest heated display – Flexeserve Zone Xtra, which you can vote for at the show.



*Flexeserve Zone Xtra, delivering high capacity hot-holding – on the counter*

Perfect for the convenience market and express food-to-go, Xtra is designed to provide high-capacity merchandising and true hot-holding with Flexeserve's unique hot air recirculation technology.

With Xtra, operators can display 60% more hot food, along with a range of premium accessories that increase the appeal and visibility of their grab and go offer – all within the same footprint and power supply as Flexeserve's 2-tier countertop models.

With two multi-temp zones, capable of hot-holding products with different temperature requirements in the same unit, operators can sell an unrivaled amount of high quality hot food throughout the day, from hot breakfast sandwiches to warm bakery and crispy snacks.

President, Dave Hinton, said: “With the launch of Xtra, we can help customers embrace true hot-holding like never before. Operators can cook less often whilst selling more, by maintaining just-cooked quality with unmatched hold times. Xtra also delivers incredible energy efficiency with easy integration into existing operations – making it ideal for the convenience market.”



## Unlocking Flexeserve Solution with the experts

Newly evolved for 2023, Flexeserve Solution is now in the U.S. and across the Americas.



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

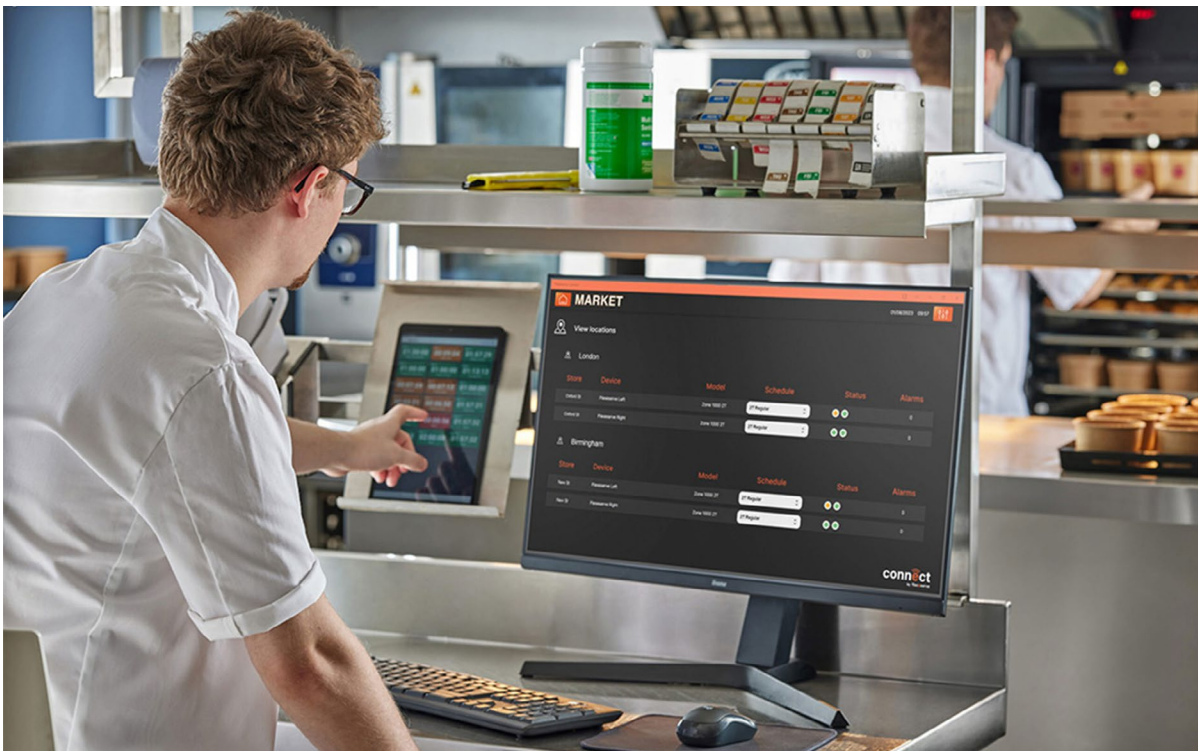
Delivered from Flexeserve's HQ and CSC by its expert team, both in-person and remotely, Flexeserve Solution is the industry's only answer to developing an optimized hot food operation efficiently, sustainably and profitably.

Core aspects of Flexeserve Solution – Technology, Food, Culinary, Packaging, Implement and Connect – will be showcased on the stand. This will be led by Michael Torrescano – VP of Sales, Adam Dyer – Director of Culinary, and Warwick Wakefield – Director of Customer Experience and lead expert on Connect at the booth. They will be supported at the NACS Show 2023 by:

- Katie Brewer – Sales and Marketing Coordinator
- Dave Hinton – President
- Jamie Joyce – Global CEO

## Introducing ... Connect by Flexeserve

Visitors to Booth C6613 will see the future of hot-holding with a demo of Flexeserve's new cloud-based service, Connect – getting its U.S. exhibition debut. Recent winner of a Gold Innovation Challenge Award, Connect's ability to control and automate units remotely enables operators to see their hot food operation "like never before" – and sell more and waste less at every location.



*Flexeserve's new cloud-based service, Connect*

Dave said: "We're constantly showing customers what's possible with true hot-holding and introducing new products and an evolved Flexeserve Solution that directly address industry needs. With Connect, we're taking Flexeserve Solution to the next level, and transforming hot food operations forever."

## **NEW! High capacity, under the counter**

Flexeserve will also showcase its recently-launched Flexeserve Hub Undercounter. Supporting operators back-of-house with operational efficiencies at its core, Flexeserve Hub is the only unit that can hot-hold batch-cooked ingredients, complete dishes and entire packaged food orders – for unrivaled hold times, versatility and energy efficiency.

**flexeserve Hub®**  
True hot-holding | Maximum versatility

## Preview the new Hub Undercounter

*The new Hub Undercounter, delivering high capacity hot-holding, under the counter*

An “extra pair of hands” for your kitchen team, Hub Undercounter empowers your staff and eases the pressure at peak service times.

## **Sell more and waste less at the NACS Show 2023**

Visit Booth C6613 to discover how Flexeserve can help you maximize the benefits of true hot-holding with its world-leading equipment and unique expertise.

Michael concluded: “Hot food is the hot topic of the industry right now! With our extensive c-store foodservice expertise, we understand today’s hot-to-go pain points and we’re here to solve them. Our experts will help you reduce food waste, maximize profit and capitalize on your guest demands for stand-out, great-tasting hot food-to-go.”

For more information, visit [www.flexeserve.com](http://www.flexeserve.com)