

# Press release: (3 min read)

## Flexeserve unites international business community at BABC holiday event

**The hot-holding experts hosted a fantastic seasonal networking event, welcoming businesses from a range of cultures and locations.**

Flexeserve Inc., the leading brand in hot grab-and-go products and services, recently teamed with the British-American Business Council (BABC) Texas, of which they are a Patron, to host their first Dallas-Fort Worth Holiday Reception.



Traditionally taking place in Houston, the reception celebrated its inaugural Dallas event in style, gathering a range of international business associations. The diverse guest list included members of the Australian American Chamber of Commerce (AACC), event sponsors Jackson Walker and Southlake, TX Mayor, Shawn McCaskill.

As a proud British and U.S.-based organization, Flexeserve's reach has become global, helping to transform the foodservice programs of a vast and ever-expanding customer base. This includes businesses throughout the three countries represented at the Holiday Reception – the UK, United States and Australia.

As these territories accumulate such a strong percentage of Flexeserve's market, supporting and sharing ideas with their representatives during the holidays was very important to the DFW-based team.



*A variety of guests attended the BABC Texas Dallas-Fort Worth Holiday Reception at Flexeserve's U.S. headquarters*

"Being able to host this fantastic event at our state-of-the-art U.S. HQ and Culinary Support Center was a real privilege," Flexeserve Inc. President, Dave Hinton stated. "We believe that good food has an amazing power to bring people together, especially at this time of year. To be able to celebrate the cultures, backgrounds and goals of these businesses, and their people, has been a very enriching experience. We look forward to hosting again."

Flexeserve, keen to show the capabilities of its industry-leading hot-holding equipment, spared no expense in catering for the BABC Texas festivities. Alongside an assortment of seasonal cocktails, the spread included a grazing table of canapés, holiday favorites and, of course, a selection of hot-held dishes that maintained perfect quality all evening.



*Flexeserve's culinary experts catered for the event with a range of high-quality fresh food including hot food-to-go served from Flexeserve units*

Rachel Paul, Key Accounts Manager at Flexeserve, said, “This was an ideal way to share our thoughts and ideas ahead of the new year. We expect 2026 to be yet another huge year for Flexeserve and teaming with associations like these to help each other grow and progress will be a major reason why. I’m very excited for what our respective futures have in store for us.”

With their U.S headquarters based in Southlake, Texas, the Flexeserve team is keen to host more businesses to show them the power of true hot-holding. Featuring an incredible test kitchen, an extensive showroom and high-quality collaboration and meeting spaces, there’s never been a better time for potential customers to benefit from Flexeserve’s decades of experience in heated displays and hot food merchandising.



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

“Our space in Southlake is like no other in the industry. We truly believe with our specialists and the facilities at their disposal, we can revolutionize and reimagine the hot food program of any business in the world,” Dave Hinton concluded.

“On behalf of the entire team here at Flexeserve, I'd like to wish all our customers, guests and associates that have supported us and visited us here happy holidays and a wonderful new year. We can't wait to see you, and those new to our hot-holding mission, in 2026.”

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