

Press release: (950 words)

Flexeserve Inc. Grand Opening inspires in Southlake

The Home of Hot-holding for the Americas has launched its state-of-the-art U.S. HQ and Culinary Support Center, welcoming over 150 guests to a dedicated Inspiration and Celebration Day.

Attended by customers, rep partners, authorized dealers, special guests and partners from Flexeserve's Global HQ, the Flexeserve Inc. Grand Opening in Southlake, TX U.S., inspired visitors from across the Americas and beyond on August 24th 2023 – providing an exclusive first look at its world-leading facilities.

A transatlantic triumph

A major milestone in Flexeserve's international strategy – and the largest gathering of Flexeserve's transatlantic hot food experts to date – the team also welcomed local dignitaries to the launch.

Among these were representatives of the British-American Business Council of Texas (BABC Texas) – of which Flexeserve is a Patron – alongside the Mayor of Southlake, the U.S. Department of Commerce, and the British Consulate-General, Houston.



[L-R] Global CEO, Jamie Joyce and President of Flexeserve Inc., Dave Hinton cut the ribbon to officially mark Flexeserve Inc.'s Grand Opening of its new U.S. HQ and Culinary Support Center

Jamie Joyce, Global CEO of Flexeserve, said: “The launch of our new U.S. headquarters is testament to the international reach and significance of this momentous occasion. We have always been dedicated to innovation, and this, combined with our passion for what we do best, has propelled us forward to remarkable milestones such as this.”

The recipe for success

The world leader in hot-holding manufacturing celebrated the Flexeserve Inc. Grand Opening by showcasing its brand new, state-of-the-art facilities. These include:

- The 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
- An extensive showroom featuring a wide range of Flexeserve equipment options
- The Inspire Room, Management Conference Room, Culinary Support Center, Studio and Training Room – each installed with the latest digital technologies for customer collaboration and remote demonstrations
- The Studio and Training Room – also featuring a direct video link to the Culinary Support Center

Providing an exclusive opportunity to tour the new facilities, Warwick Wakefield – Director of Customer Experience, led guests through two ‘Inspire’ sessions – supported by Michael Torrescano – VP of Sales, and Dirk Wissmann – Operational Support & Development Manager.



Director of Customer Experience, Warwick Wakefield, leads guests through ‘Inspire’ sessions

Following a deep dive into its flagship product, Flexeserve Zone – the only unit able to hot-hold food with different temperature requirements in the same unit, the team demonstrated Connect, Flexeserve’s new cloud-based service, which allows operators to see their hot food program like never before.

President of Flexeserve Inc., Dave Hinton, said: “This was a truly unforgettable day and a landmark moment for our brand, our employees and our existing and future customers. We’re truly grateful to our distinguished guests, speakers, partners and representatives for celebrating the Flexeserve Inc. Grand Opening with us.”

Food-to-go, front and center



[L-R] Head of Culinary, Billy Eatenton, and Director of Culinary for Flexeserve Inc., Adam Dyer, put their expertise to the test in 'Battle of the Chefs'

A fitting highlight of the day saw guests sample signature British and American hot food-to-go items – from ‘sliders to stew’ – served from Flexeserve Zone units. In this transatlantic ‘Battle of the Chefs’, Flexeserve Inc. Director of Culinary, Adam Dyer and Flexeserve Head of Culinary, Billy Eatenton, showcased the depth of their culinary expertise and how it sets Flexeserve apart.

Continuing the theme of culinary inspiration and the perfect accompaniment to Flexeserve’s Queen’s Award-winning technology, guests were ‘hungry for more’ when The Royal Chef, Darren McGrady took to the stage. Having cooked for five U.S. Presidents, Chef Darren – former personal chef to Queen Elizabeth II, Diana, Princess of Wales, and Princes William and Harry – entertained guests with his highly engaging tales of ‘Rattling Pans in The Royal Kitchen’.



Guest speaker, The Royal Chef, Darren McGrady was a highlight of the day at the Flexeserve Inc. Grand Opening

Dave Hinton continued: "We're immensely excited to demonstrate the potential of true hot-holding with our in-house culinary experts, who will guide customers through Flexeserve Solution to refine and transform their hot food operation – efficiently, sustainably and profitably.

"With our state-of-the-art Culinary Support Center and world-leading food-to-go experts, we can help operators achieve the same level of just-cooked quality in-store, hot-held for hours, not minutes."

After being thoroughly inspired, guests celebrated in style with a toast to Flexeserve's collective success, followed by hot food served from Flexeserve Hub – and a musical performance from Texas' own Josh Weathers Band in a fantastic end to an incredible day.



A fantastic performance from Josh Weathers Band closed the celebrations

Unlocking Flexeserve Solution

The Home of Hot-holding in the U.S. will help major brands and independent retailers unlock Flexeserve Solution in the Americas – with trademark support delivered by its expert team, in-house and off-site, using the latest digital technologies for remote collaboration.

Customers and Flexeserve rep partners will now be able to access the Culinary Support Center and vast array of expertise across every element of foodservice, from culinary and packaging, to technical and implementation.



Flexeserve Solution, the industry's only hot-holding service, is delivered by their world-leading team of experts

Dave said: "We're delighted to be able to invite customers, authorized dealers and reps to use our Culinary Support Center, access our unique expertise and discover what's possible with true hot-holding. By recreating in-store environments, front and back-of-house, operators can refine recipes, menus and entire grab and go programs, wherever they're based."

Looking to the future

More than a manufacturer, Flexeserve is advancing the world of food-to-go globally. Its new U.S. HQ and Culinary Support Center builds on strong foundations, laid by expanding the possibilities of technology and sustainability, creating products and services that go beyond customer expectations.



The Flexeserve Inc. team: [L-R] Director of Culinary – Adam Dyer, VP of Technical Service – Patrick Walker, President – Dave Hinton, Office Manager – Katie Brewer and VP of Sales – Michael Torrescano

Jamie concluded: “Our new facilities are a symbol of innovation, passion and dedication to solving challenges and finding new ways to push the boundaries of this incredible industry. The shared ambition of launching Flexeserve Inc. was also embraced by our late founder, Alan Nuttall. Though he couldn’t witness this moment, I know he would be proud of our achievements.”

“We are pioneers, paving new paths in the foodservice industry around the world. I know that the best of Flexeserve is yet to come, with more game-changing products and services that are going to inspire you even more.”

“We’re hugely grateful to everyone who has joined us on this extraordinary journey, so far. Together, we’re shaping the future of foodservice.”

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



Flexeserve's new 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



Adjacent to the Culinary Support Center, the Inspire Room provides a stunning dining and demonstration area



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