

# Flexeserve Inc. picks “perfect fit” Canadian distributor to help operators sell more and waste less

**As part of the expansion strategy of Flexeserve Inc. across the Americas, Ontario-headquartered Permuc has been selected as its sole Canadian distributor.**

Flexeserve, world-leading hot-holding manufacturer and food-to-go specialist, chose Permuc for its ethos, resources, range of complementary products and its stature within Canada’s foodservice equipment market. As one of Canada’s top three national distributors and rep groups, Permuc has been bringing revolutionary foodservice equipment to operators for over thirty years.

Flexeserve is already the hot-holding partner to global brands, changing the game for Amazon Go, QuikTrip, Circle K and many more. The announcement of this new partnership comes ahead of the summer launch of Flexeserve Inc.’s new U.S. HQ with Culinary Support Center in Dallas, TX serving North, Central and South America.



*(L-R) Dave Hinton, President of the Americas for Flexeserve Inc.; Stephanie Perry, President of Permuc*

President of the Americas at Flexeserve Inc., Dave Hinton, said: “Canada represents a massive opportunity for Flexeserve to transform hot food operations in this territory forever. We’re delighted to have Permuc on board, as we expand our support for customers across the Americas.

“This relationship will allow us to provide our world-leading service and hot-holding equipment across the diverse range of markets Permuc is well known for supplying.”

## Extending Flexeserve Solution into Canada

'More than a manufacturer', Flexeserve's unique combination of equipment and expertise helps achieve true hot-holding and unrivaled results. Flexeserve Solution, the industry's only answer to developing an optimized hot food operation, refines the areas of food, culinary, packaging, technical and in-store operations.

This process changes the game for operators, improving food quality, reducing food waste and energy usage, increasing profit and enhancing customer experience.

Adam Dyer, Director of Culinary for the Americas, said: "When it comes to selecting distributors and reps, we want companies that align with us and embrace Flexeserve Solution.



*[L-R] Director of Culinary for the Americas, Adam Dyer, and Flexeserve Head of Culinary, Billy Eatenton*

"They need to have the skills and facilities to deliver our world-renowned service beyond the sale. Permulo has an excellent team of culinary specialists that will ensure Canadian Flexeserve customers can maximize the benefits of our technology to sell more and waste less."

## Welcoming Permulo

Permulo's extensive facilities include a showroom and full-scale development kitchen, warehousing and full complement of products to dealers and end users. In addition, they have an in-house culinary team led by two highly experienced development chefs who will work closely with Chef Adam to help bring Flexeserve Solution to life.

Dave Hinton said: "I'm hugely excited to welcome Permulo into the fold and extend our reach into Canada. The caliber of distributor that Flexeserve requires to maintain its brand, reputation and level of service is high and Permulo goes above and beyond for both manufacturers and customers."



*Flexeserve Zone heated display [right centre] and Flexeserve Hub high-capacity hot-holding unit [far left]*

Permulo can now offer customers unrivaled, innovative hot-holding technology across a range of units that includes the Queen's Award-winning Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

Stephanie Perry, President of Permulo, said: "Flexeserve's equipment and expertise present a huge opportunity in grab and go, as already demonstrated by their existing Canadian customer base. We've seen a strengthening consumer demand for food-to-go, but a lack of efficient and effective display and merchandising options means that there is significant, untapped potential in our territory.

"We choose to work with the highest quality equipment solutions. This allows us to build long-term relationships with our customers. Permulo is the link between manufacturers and customers, which is a role we take very seriously.



*[L-R] Permulo development chefs, Lisa Lafond and Steve Biggin*

“What excites all of us at Permul is this unique proposition – Flexeserve is about more than simply displaying hot food. Like us, they care about all aspects of a hot food operation and are focused on a great experience for the customer of our customers – the consumer. With our culinary team, headed up by two brilliant development chefs – Lisa Lafond and Steve Biggin, we can help our customers create a hot food program they never thought possible. The success is not just in the sale – it’s in the ongoing relationship.”

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