

**Press release:** (1009 words)

# Newly appointed sales manager leads Flexeserve's push into Latin America

**As world-leading hot-holding manufacturer and food-to-go specialist, Flexeserve, continues its impressive growth across the Americas, Anthony Harris joins the team as Sales Manager, Retail and Latin America.**

Anthony Harris will expand Flexeserve's U.S. retail market and all market segments in Latin America (LATAM) and the Caribbean. On a mission to revolutionize grab-and-go hot food, Flexeserve is seeking to demonstrate to new markets in the Americas how its cutting-edge technology can offer unrivaled food quality and variety for customers.

With significant experience in global sales roles in the foodservice industry, Anthony's new position at Flexeserve covers two core areas. In Latin America (LATAM), he is responsible for growing all business segments, including c-stores, QSRs, express grab-and-go, colleges, workplaces and more. Additionally, Anthony is tasked with developing the retail business segment in the U.S., focusing on supermarkets, where there is considerable opportunity for Flexeserve to help retailers get their full share of grab-and-go.



## From strategy to success: how Flexeserve's American ambitions are taking shape

Flexeserve's international strategy came into full force in the U.S. last year, most notably with the opening of its state-of-the-art U.S. HQ and Culinary Support Center. Whilst its growth has been promising, significant potential remains in educating the U.S. and Latin America on the advantages of Flexeserve's incredible hot-holding solutions, and partnering with foodservice and retail outlets to transform their operations and hot food quality.

Anthony Harris is poised to play a pivotal role in driving this growth and awareness. This role involves supporting NS InterMarket, Flexeserve's recently appointed rep partner for Latin America and the Caribbean, with its multiple in-country locations, and leveraging the opportunities provided by a brand-new test kitchen coming soon to Mexico City. This new facility will not only provide a base from which Anthony and other members of the Flexeserve team can meet and collaborate with their new rep partner, it will also offer customers a unique opportunity for a demonstration of Flexeserve's pioneering technology and to see firsthand the outstanding food quality results it can offer.



Anthony commented, "I'm thrilled to be involved in this remarkable opportunity to shape the future of the foodservice industry in the U.S. and Latin America with our innovative hot-holding solutions. As we extend our reach and introduce cutting-edge technologies, I look forward to driving growth and demonstrating the unique benefits of our products."

## From global brands to new frontiers: Anthony's journey to Flexeserve

Anthony has proven expertise in taking responsibility for a brand's strategic development and growing new markets. With over 20 years' experience in international sales and account management, he has worked with global brands in the foodservice sector, including

McDonald's, OXXO and 7-Eleven, providing commercial refrigeration and foodservice equipment solutions to help them grow.

When asked what he'd draw on from these past roles to meet his goals at Flexeserve, Anthony commented: "My industry relationships and problem-solving skills will be hugely valuable when spearheading new business development. It's vital to understand our customers' challenges and be able to offer solutions to support them."



Working directly with customers, such as supermarket chains and c-stores, is only one aspect of Flexeserve's business development model. Anthony will also work with the company's network of independent rep partners, distributors and authorized dealers, where a solution-oriented approach is also critically important. "We need to follow up with our partners, give them support and guide them in growing their business," Anthony explained.

Anthony's Spanish fluency will also be very helpful when seeking to grow markets in LATAM. He already has a track record of managing various LATAM accounts, rolling out new product testing and exceeding sales targets.

## The future of foodservice: introducing Connect by Flexeserve's cloud-based innovation

Bringing further innovation to Flexeserve's approach to delivering best-in-class hot-holding services is Connect by Flexeserve. Winner of a Gold Innovation Challenge Award, Connect is the world's first cloud-based service for hot-holding. This pioneering digital technology provides unrivaled visibility of hot-holding units across a brand's entire estate. With the functionality to remotely set temperatures, schedule dayparts and track shelf life with a touch of a screen on your PC or mobile device, Connect by Flexeserve is the future for enhanced efficiencies and reduced waste across foodservice operations.



With this latest innovation, Anthony has the opportunity to demonstrate to customers that Flexeserve is leading the way in hot-holding food technology.

Dave Hinton, President of Flexeserve Inc., commented, "With Connect by Flexeserve, we are setting new standards in hot-holding technology, and Anthony's role in demonstrating this cutting-edge solution to our customers will be pivotal.

"Anthony brings the perfect blend of expertise and passion needed to propel these strategic initiatives forward. His deep industry knowledge, ability to understand and solve complex customer challenges, and proven track record in introducing new products to the market make

## Vision into action: Anthony Harris is poised as an ambassador for shaping tomorrow’s food-to-go industry

As Flexeserve continues to expand its influence in the North and Latin American markets, the strategic placement of Anthony Harris in this key role underscores the company’s commitment to innovation and customer-centric solutions. With Anthony at the forefront of taking Flexeserve Solution to new audiences, the company is positioned to redefine standards in foodservice technology across the Americas, ensuring that exceptional food quality and enhanced operational efficiencies are a reality for its customers.



*Flexeserve Solution is the industry’s only answer to developing an optimized hot food operation*

Anthony concluded, “It’s exhilarating to lead the charge with Flexeserve’s forward-thinking solutions. Every day presents a new opportunity to impact our industry positively, and I am committed to ensuring our customers experience the unparalleled benefits of our innovative hot-holding technologies.”

## Building the team: latest strategic appointments will advance the world of food-to-go

A string of recent appointments signifies a period of significant growth for Flexeserve, as Anthony joins fellow Sales Manager – Conrad Randell, Rachel Paul – Key Accounts Manager and Sean Landrum – Director of Culinary.

Dave Hinton added: “These four new members of our growing team will be instrumental in unlocking Flexeserve Solution across the Americas, and helping retailers and foodservice operators **sell more and waste less.**”

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

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





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