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Pioneering LATAC grab-and-go in groundbreaking NS InterMarket partnership

Flexeserve Inc. announces a new partnership with Latin American representative firm to bring exciting, world-leading technology to a whole new audience.

Food-to-go is cemented into American lifestyles – across supermarkets, coffee shops, c-stores, quick-service restaurants and more – with over half the U.S. population now enjoying the benefits of grab-and-go throughout multiple sectors, every day.

With a thriving food culture of its own and a bigger desire than ever for convenience, Latin America and the Caribbean are following suit with their diverse range of cuisines. However, with this trend, comes a need for equipment that can deliver optimum hot food quality. Only with [Flexeserve's](#) industry-leading technology and this newfound partnership with NS InterMarket is this able to be achieved.



Flexeserve's innovative range of hot-holding units keep hot food at a superior quality for longer than previously imagined, reducing waste and boosting profitability

After mastering hot-holding for grab-and-go food in a wide range of European retailers and foodservice operations, Flexeserve continues to expand throughout the Americas. Its innovative and patented 3D air recirculation system, as well as industry-leading expertise, is making a significant impact on hot food-to-go, globally. Retailers are discovering that they can keep hot food at a superior quality for longer than previously imagined, reducing waste and boosting profitability.

Operating from its U.S.-based headquarters and [Culinary Support Center](#) in Southlake, Texas (Dallas), Flexeserve has also extended its reach throughout Canada. And the next stop is Latin America and the Caribbean ...

President of the Americas at Flexeserve Inc., Dave Hinton, commented, "LATAC is part of our strategy for the Americas. It was natural to look here. There are tremendous opportunities in all market segments that will require a pioneering approach and we're hugely excited for the journey ahead."

To make this possible, Flexeserve Inc. has now added to its [extensive network](#) of U.S. and Canadian-based reps and authorized dealers. As a leading rep throughout LATAC in commercial kitchen equipment and supplies, NS InterMarket is the perfect fit.

NS InterMarket's team combines decades of industry experience with youthful energy and ideas. This allows them to create sophisticated, yet innovative, partnerships with customers throughout Latin America and the Caribbean. They have rapidly identified primary target markets with buzzing economies, most open to the consumer trends that Flexeserve's ground-breaking technology will create.



[L-R] Led by Principal, Jose Nicho, the team at NS InterMarket and supported by Flexeserve Inc. Sales Manager, Retail and LATAC, Anthony Harris

Jose Nicho, principal of NS InterMarket, explained, "It's not simply about gaining market share. We need to create market share. By educating our customers on the possibilities of this new technology, we can demonstrate how they can overcome their hot food challenges and achieve high quality for their products."



Only Flexeserve's unique technology can hot-hold such a diverse range of cuisines with optimum hot food quality and for longer than ever thought possible

Supported by Flexeserve LATAC Sales Manager, Anthony Harris, and Culinary Director, Sean Landrum, this process of education is imperative to success and goes beyond traditional foodservice. [Flexeserve Solution](#), a six-point, comprehensive approach, enables operators to work with the industry experts to completely revolutionize their hot food-to-go program. By helping develop culinary menus, recommend packaging and assist in-store implementation, Flexeserve Solution not only improves, but educates on what is truly possible.

Jose added, "Providing dealers and customers with the opportunity for testing will be critical. Flexeserve offers premium, high-tech solutions. By analysing the processes and outcomes in kitchen trials, we can educate the industry on the value of investing in the amazing opportunities that Flexeserve products provide."

NS InterMarket has plans to open a demo kitchen in Mexico City in the near future. This will provide all the necessary opportunities for testing with the full range of [Flexeserve products](#) alongside a premium cookline. Chef Sean will be collaborating closely with Chef Alan Gómez, who recently joined NS InterMarket. Chef Alan will use his 10 years of culinary experience to develop menus full of variety that can showcase the true capabilities of this incredible technology.

Both NS InterMarket and Flexeserve have expressed great respect and admiration for one another as they embark on this journey to become industry-leading pioneers together.

Jamie Joyce, Global CEO of Flexeserve, summarized, "NS InterMarket shares our vision and will be the catalyst to achieving strategic growth in LATAC. They are injecting energy and creativity into the partnership, using a wealth of experience in what is a new market for us."

Jose added, "We were excited to learn about Flexeserve's unique technology while researching the brand. This technology matches our own forward-thinking approach to support a wider range of customers – it was a perfect match."

For more information, visit www.flexeserve.com