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Flexeserve ready to thrill the Americas with new products at NAFEM

The NAFEM Show (North American Association of Food Equipment Manufacturers) only comes every two years and is the pinnacle of the U.S. foodservice industry's calendar of events, attracting excited attendees from around the world.

A staple since 1973, NAFEM offers a major platform to a huge range of exhibitors showcasing the next big products across every element of foodservice. The NAFEM Show makes a significant impact on industry trends and can influence the direction of equipment and supplies for years to come.

Since the last show in 2023, Flexeserve, the global leaders in hot food-to-go, has injected considerable investment into its U.S.-based team. Now, they're ready to wow The NAFEM Show 2025 with their biggest presence yet and brand-new products that are set to make a statement. This is all part of a continued mission to help an even wider range of customers unlock true hot-holding, so they can sell more and waste less.



Flexeserve Zone Xtra 2 Tier provides 80% more food capacity within the same footprint and power supply as a standard countertop heated display

The next step in countertop grab-and-go

Flexeserve has the countertop solution for every operation and has developed two new products to debut at NAFEM. From c-stores to supermarkets and QSRs, every food-to-go

segment now only needs minimal space to improve the quality and variety of hot food served, day and night. In Atlanta, Flexeserve will be delivering a countertop masterclass, to show just how these new products are set to redefine food-to-go.

Developed specifically with the Americas in mind, Flexeserve Zone Xtra and Flexeserve Zone Lite support the original Zone Countertop unit – the first to deliver industry-leading 3D convection technology on a smaller scale.

“The patented technology found in every Zone product is completely unique to Flexeserve,” Conrad Randell, Sales Manager for the U.S. and Canada, stated. “Our use of recirculated hot air means food is held at just-cooked temperatures for incredible quality and shelf life. It was the first, and it’s still the best.”

When asked about the benefits of these new models, Conrad said, “Xtra enables up to 80% more food capacity than that of a standard countertop heated display, while still using the same footprint and power supply. This offers an incredible amount of food variety, without the need for floor space, to maximize sales and profit.”

Conversely, Flexeserve Zone Lite, a brand-new product for 2025, delivers industry-leading hot-holding technology on the smallest scale yet.

“Lite is joining our entire countertop range for its debut at NAFEM,” Conrad continued. “Featuring an ultra-lightweight and stackable design, Lite uses a 120V power supply to offer better portability than ever. It’s perfect for adding incentives and LTOs to any location, boosting extra sales right around the store.”



The ultra-lightweight and stackable Flexeserve Zone Lite uses a 120V power supply to offer better portability than ever

You can find both Flexeserve Zone Lite and Xtra, as well as a range of other innovative products and services, on display with the experts in hot-holding at The NAFEM Show 2025, February 26-28 in Atlanta, GA.

“We can’t wait for NAFEM attendees to see the power of our products, services and technology,” Conrad said. “We want to give every hot food operator the opportunity to benefit from increased food variety, incredible quality and longer display times for supercharged sales and profits. With Xtra and Lite, we’re making this more accessible than ever before.”

Transformative products and services for everyone

To feed the need for their products, the hot-holding specialists have built an impressive directory of rep partners and authorized dealers across the Americas.

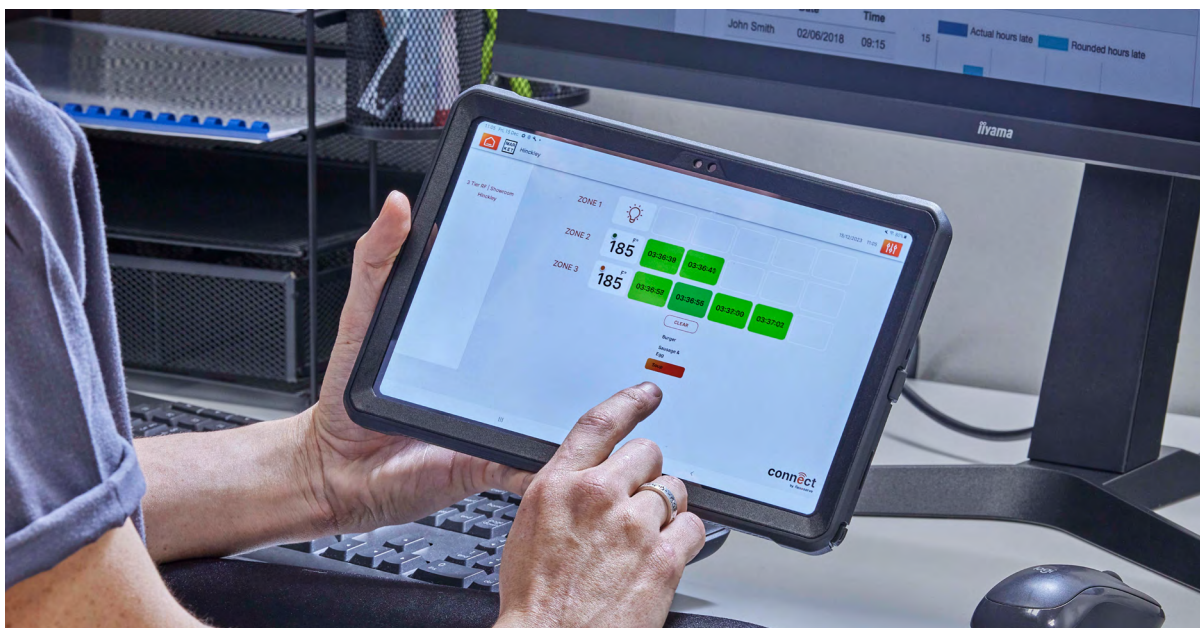
Most recently, a 2024 partnership with leading rep in commercial kitchen equipment and supplies, NS InterMarket, has brought Flexeserve products to the Latin American and Caribbean (LATAC) market for the first time.

Drawing over 20,000 foodservice professionals to Atlanta, The NAFEM Show is set to be a fantastic opportunity for networking within the industry. Not only will Flexeserve be keen to highlight the benefits of investing in their industry-leading hot-holding units, but also how their services are transforming big brands too.

“Flexeserve Solution is the only tailored hot-holding service for all food-to-go operators. Our team of specialists work tirelessly alongside the customer to revolutionize their entire program, from menu options all the way to implementation,” Sales Manager, Retail and Latin America, Anthony Harris began, when asked about their unique services.

A commanding and defining feature in Flexeserve’s offering to customers, Solution is the only way operators can achieve true hot-holding. As every element of the customer’s program is tailored exactly to their needs, the results are transformative. In just one example, a major supermarket chain saw a 35% increase in sales after using Solution.

However, the service doesn’t end there. Flexeserve offers continued assistance as part of this – consistently learning and evolving to supply incomparable support that competitors cannot duplicate.



Connect by Flexeserve enables complete automation of an entire estate of hot-holding units

“Another distinct element of Solution is Connect, the first cloud-based service for hot-holding. This incredible technology enables complete automation of a grab-and-go program for unbelievable savings in waste and labor costs.” Anthony continued.

And the results are indeed impressive. Since launching in 2023, Connect is already multi-award-winning and aiding a major c-store chain in saving millions of dollars in energy and food wastage.

“We believe Connect is the future of the foodservice industry,” Anthony stated. “This new ability to control an entire estate of hot-holding units remotely is a true game-changer in efficiency and productivity. We can’t wait to show all kinds of operators at NAFEM how they can **sell more and waste less** using Connect.”

A bigger team for bigger goals

Since the last NAFEM show, a range of diverse roles has been added to Flexeserve’s strong core of hot-holding experts – an important investment that has been key to the brand’s rapid growth.

“I’m proud to be leading our team of food-to-go experts to show a global audience that Flexeserve is the only choice in grab-and-go solutions,” President of Flexeserve Inc., Dave Hinton began. “We’ve now grown our team of specialists to ensure we can offer unmatched expertise at every level of the industry. From technical service to culinary masterclasses and incredible customer sales support, we can help any business no matter their pain points – and that’s exactly what we’ll be doing at NAFEM.”

This expanded team now operates from a state-of-the-art U.S HQ in Southlake (DFW Metroplex), Texas. Featuring a cutting-edge Culinary Support Center, an extensive showroom and a fully equipped Studio and Training Room – it certainly shows Flexeserve’s dedication to its customers in the Americas.



Flexeserve's team of specialists work tirelessly alongside customers to revolutionize their entire program, from menu options all the way to implementation

“We’re taking our largest team of experts to NAFEM yet, demonstrating the power of Flexeserve’s incredible hot-holding products and services at Booth 5000,” Dave Hinton summarized. “But if you won’t be making it to Atlanta, we’re always available for meetings virtually, or at our amazing facilities, to help you sell more and waste less.”

For more information, visit www.flexeserve.com.