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Flexeserve ready to make an impact at first IDDBA Show

Flexeserve is the industry leader in hot-holding, redefining food-to-go with products, services and expertise that offer game-changing results for customers every day.

No matter the segment or style of food operation, Flexeserve offers unmatched support, which will be highlighted at their first IDDBA Show at the Ernest N. Morial Convention Center in New Orleans, June 1-3.



Flexeserve heated displays allow for incredible food quality – discover more at IDDBA

The International Dairy Deli Bakery Association (IDDBA) is a nonprofit trade association with over 1,500 members from food retailers to manufacturers and more. Their annual tradeshow is a major networking event within the industry. With over 10,000 registrants on hand each year, the IDDBA Show features globally renowned speakers, exciting seminars and demonstrations, and much more.

Now Flexeserve is ready to 'wow' audiences and make a big impact, showcasing its unique hot-holding equipment at the What's in Store Live! area of the IDDBA Show.

Meet the grab-and-go experts in person at IDDBA

A first at IDDBA, Flexeserve will be unveiling the hot-holding units that have built their name across the globe. At the event's exhibitor showcase, What's in Store Live! you'll find all kinds of trending foodservice merchandise, workshops and more – including Flexeserve's team of specialists.



Flexeserve's Culinary Director, Sean Landrum

"We're ready to show everyone at IDDBA how they can use Flexeserve hot-holding units to offer a huge range of food at incredible quality – driving sales throughout their operation for supercharged profit," Sean Landrum, Culinary Director at Flexeserve, commented.

Your in-depth discussions might also include some exclusive insights into new products – Flexeserve Zone Xtra and Flexeserve Zone Lite – coming soon to transform countertop hot-holding for good.

Technology that's transforming every sector

With dairy, deli and bakery operators all looking to overcome their own unique challenges in food-to-go, Flexeserve are ensuring their transformative hot-holding solutions are suitable for the needs of every business.

Sean Landrum said, "What really sets us apart from competitors and unlocks true hot-holding for all customers is our technology. Every Flexeserve heated display uses our pioneering 3D convection system that means any food item can be held at just-cooked quality for longer than ever thought possible."

Studies have shown that other hot-holding devices see a loss in food quality of up to 50% in under 90 mins and a loss of up to 90% in 120 mins. Meanwhile, food held by a Flexeserve unit shows unparalleled consistency – for sales opportunities available at every daypart.

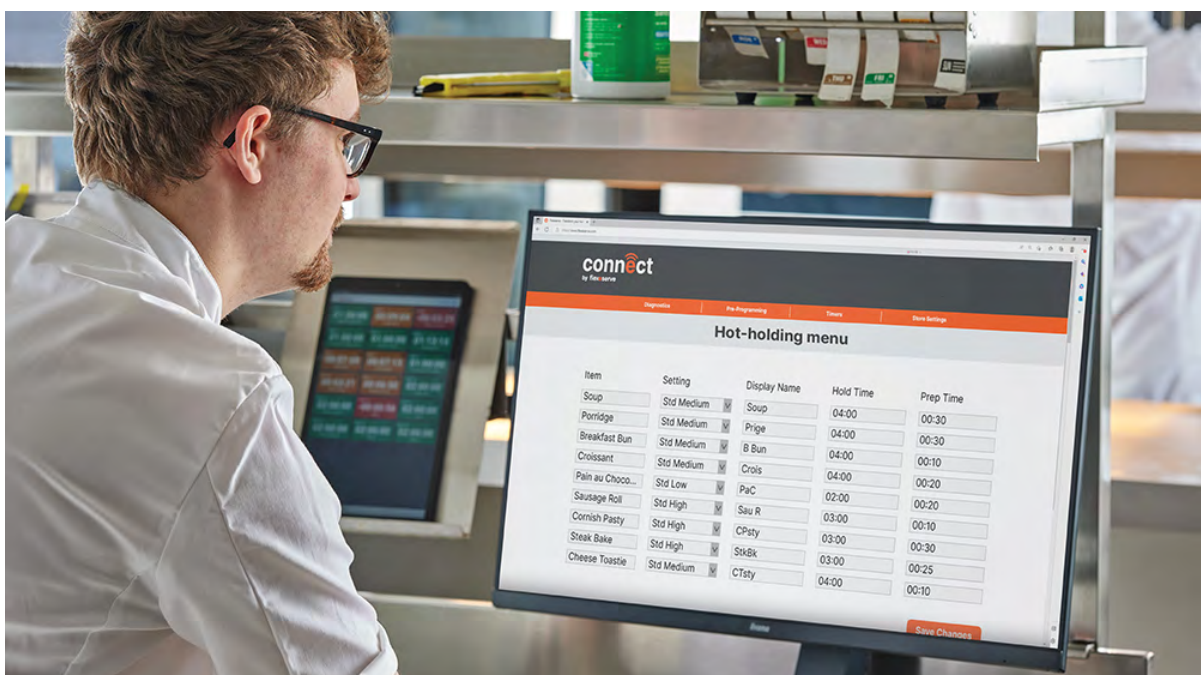


Unlock true hot-holding, only with Flexeserve

“We’re excited to show every operator at the IDDBA Show what they can achieve with Flexeserve,” Sean continued. “From keeping a bakery’s brownies warm and gooey to holding the perfect meatball sub – maintaining the bread’s fluffy consistency – only with Flexeserve can they offer their food the way it was meant to be.”

A revolutionary cloud-based service

As well as industry-leading hot-holding units, Flexeserve’s specialists have also developed services to support their customers’ needs and maximize the capabilities of their products. Connect by Flexeserve is the first cloud-based service of its kind, offering complete automation of any hot-holding program remotely.



Connect by Flexeserve, find out more at the IDDBA Show

When asked about Connect, Key Accounts Manager, Rachel Paul, stated, “Connect’s impact is already being felt by global brands due to the unmatched control and savings potential it gives hot food operators. Each Flexeserve unit or its individual shelves can be powered on or off, and temperatures fine-tuned, with real-time data management to guide every decision, leaving nothing to chance.”

With dairy, deli and bakery businesses constantly facing the challenges of waste and labor costs, Connect saves on these operational issues.

Rachel concluded, “A short trial for a major c-store chain showed Connect had the potential to save them millions in waste, energy and labor. Their full rollout is now underway, optimizing efficiencies at over 1,000 locations and helping them sell more and waste less.”

Not attending IDDBA? Visit the Flexeserve HQ

If you can’t make it to the IDDBA Show to see Flexeserve’s experts in hot-holding, you can still transform your grab-and-go operation.

A visit to Flexeserve’s state-of-the-art HQ in Southlake, (DFW Metroplex), Texas, or an online discussion, enables you to work alongside the team to explore their entire range of floor standing and countertop units, receive live demos and much more.

For more information, visit www.flexeserve.com

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



Flexeserve's 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



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