

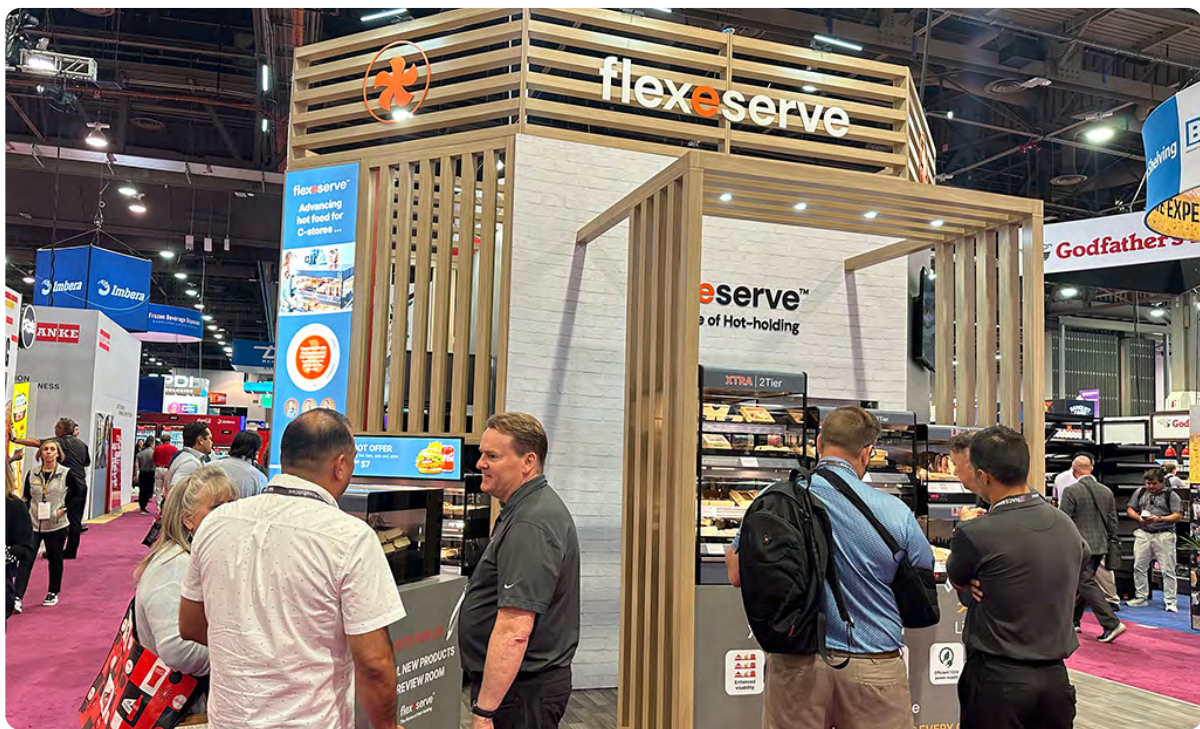
Press release: (4 min read)

NACS 2025, c-stores set to sell more and waste less with Flexeserve

The leaders in hot-holding are returning to the convenience industry's biggest show of the year.

Flexeserve is globally renowned as the game-changer for hot-holding solutions. A key presence at all industry events, their team of specialists will be at McCormick Place in Chicago for the National Association of Convenience Stores (NACS) Show 2025.

The NACS Show is the biggest event for convenience stores worldwide, with over 26,000 attendees at the previous show – a new NACS record. 2025 promises to be bigger than ever.



Flexeserve Sales Manager, Conrad Randell will be at the NACS Show 2025 demonstrating how Flexeserve's advanced technology and services help c-stores sell more and waste less

Ready to help all operators sell more and waste less as part of their mission to redefine food-to-go, Flexeserve will be looking to surpass a landmark 2024 event of their own. This year, their focus will be on meeting c-store pain points head on at Booth S5556 with their ever-evolving range of unique products and services.

Helping foodservice operators sell more – 24/7

With c-stores often remaining open for longer than any other retailer, usually 24/7, they instantly maximize their own sales opportunities. This goes hand-in-hand with Flexeserve's advanced technology, which enables longer hot-holding times than ever thought possible.

“Our goal has always been to help businesses sell more and waste less,” Flexeserve Inc. Sales Manager, Conrad Randell began. “And there’s no better way to sell more than with the patented, game-changing technology found in every Flexeserve hot-holding unit.”

“We’ve seen competitor units lose food quality rapidly over short time periods. However, our units can hot-hold any kind of food for hours and still retain amazing quality. This is huge for c-stores because, with a tailored Flexeserve hot-holding program, their 24/7 hours can mean 24/7 sales.”



Flexeserve offers an unrivaled range of hot-holding products that are disrupting the grab-and-go market. An increasing number of c-store chains are now choosing Flexeserve as their sole hot-holding provider.

Conrad continues: “C-stores are now finding they no longer need multiple products for a profitable grab-and-go program. Our heated displays unlock a huge variety of menu options, from hot snacks to full meals, revolutionizing what’s possible for the industry.”

The U.S. foodservice market certainly seems to be evolving, with c-stores continuing to steal market share from QSR competitors.

Intouch Insight’s Convenience Store Trends Report 2025 says 72% of respondents see c-stores as a real alternative to fast-food chains – a 16% increase since the 2024 report.



“C-stores also benefit from using countertop space effectively,” Conrad stated. “For this, we offer three model ranges – Countertop, Xtra and our newest product, Flexeserve Zone Lite – to completely revolutionize sales opportunities within smaller spaces.”

Be the first to add Lite at your stores

The latest addition to Flexeserve’s Countertop range, Flexeserve Zone Lite has been developed specifically with c-stores in mind, for hot-holding on their smallest scale yet.

“Lite was previewed at NACS 2024 to immediate recognition, achieving top 10 status in Cool New Products,” Flexeserve Inc. President, Dave Hinton began. “We’re excited for customers to now see these units in action at the NACS Show 2025.”

Conrad Randell added: “Running on a 120V power supply, this is our most versatile unit for c-stores yet. Lite is the ideal starter product for those new to hot-holding, or as an additional way to supercharge impulse buys, day and night.”



Designed specifically for c-stores, Flexeserve Zone Lite will be at the NACS Show 2025 for customers to see true hot-holding in action on its smallest scale yet

These last-minute purchases are a huge segment of the average American’s shopping habits. Capital One’s Impulse Buying Statistics Report 2025 showed 80% of consumers shop impulsively in brick-and-mortar stores, with 70% of all consumers saying they would buy an item just because it was on sale.

“Being able to offer hot savory snacks and baked goods, such as warm cookies and brownies, will make a huge difference to overall sales. Lite unlocks this, with high-quality hot-holding right at the cash register,” Conrad concluded.

“Don’t miss your chance to explore how Lite can transform your stores,” Dave Hinton said. “Meet us at Booth S5556 for a full, expert analysis of how you can sell more and waste less immediately.”

Earn more when you waste less – only with Flexeserve

In the U.S., it’s widely claimed that around 40% of all food in the retail sector is wasted. Flexeserve has been working to help operators significantly reduce this, with their tailored services promoting improved efficiencies and cost-effectiveness.



Flexeserve Solution is the industry’s only hot-holding service, enabling foodservice operators to exceed their hot food goals efficiently, sustainably and profitably.

Flexeserve Solution is an all-encompassing service designed to put any business at the center of the hot-holding specialists’ expertise.

“Solution focuses on every detail of the customer’s operation,” Conrad began. “From food menus to cook methods and custom packaging, we create a fool-proof, tailored program for razor-sharp efficiencies and maximized productivity.”

An additional offering as part of Solution, Connect by Flexeserve is the first cloud-based service for the grab-and-go segment. Multi-award-winning, Connect is already the choice of major c-store chains to save them millions in energy costs and food waste.

“Connect allows users to remotely automate their entire hot-holding estate. Our customers have found by scheduling timings, turning units off and on and analyzing real-time data – all at the touch of a button – they can see wastage savings of up to 50%.”



With technology now playing such a significant role in our working lives, the potential for Connect, and future digital developments, within foodservice is staggering. And Flexeserve is right at the forefront.

Dave Hinton concluded: "It's appropriate that this year's theme of NACS 2025 is Level Up, as the transformative results our customers have seen are doing exactly that. We're excited for even more brands to see that the only way c-stores can truly level up is with Flexeserve."

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