

Press release: (5 min read)

New Culinary Support Centre to boost Flexeserve customer service ahead of EuroShop

With the no. 1 retail trade fair on the horizon, Flexeserve has enhanced its global HQ in the UK.

The manufacturers of the world's best hot-holding units are raising the standards of their already impressive service for customers. Their well-established HQ in Leicestershire, UK has recently been updated with a new Culinary Support Centre and showroom.

This is in line with Flexeserve's tenacious mission to evolve and drive the industry forward as the leaders in hot-holding, having already created new, innovative products, a U.S. base of operations and enhanced facilities that offer customers unrivalled support.



Flexeserve's new Culinary Support Centre where global customers and partners can collaborate with Flexeserve's food-to-go specialists

In fact, it is the hot-holding specialists' U.S. HQ and Culinary Support Center (CSC), which opened in 2023, that has inspired the recent updates to the UK HQ.

"We have a completely unique approach to serving our customers, and their customers too," Warwick Wakefield, Director of Customer Experience, said. "Our Flexeserve Solution specialists were able to drive results across the UK, which were then successfully replicated in the U.S. with a Culinary Support Center of their own. Now is the ideal time to enhance our facility for the UK and Rest of World even further."

This aligns perfectly with Flexeserve exhibiting at EuroShop, 22-26 February 2026, giving their team the opportunity to highlight the CSC's cutting-edge features to all visitors to the stand.

A new space to level up food-to-go

The new Culinary Support Centre has been designed with meticulous detail to ensure new and longstanding customers alike can enjoy a fully immersive experience at Flexeserve.

Able to meet the needs of modern working life, the CSC contains impressive studio-style features for online culinary meetings, technical training calls with suppliers and remote food demonstrations. Meanwhile, the hot-holding experts' dedicated food testing area has also been redeveloped to be more flexible in nature. The space can now be manipulated more freely for all manner of tests and reporting, ideal when working towards the creation of new and enhanced innovations.



The Flexeserve Solution team in their new Culinary Support Centre, now available to welcome customers and Flexeserve partners

When asked about the key elements of the new CSC, Warwick Wakefield said, "As part of the Centre, our Culinary team now benefits from high-spec camera and audio technology, as well as state-of-the-art kitchen equipment. Featuring every implement needed to create and experiment with any kind of cuisine, customers can see their exact vision come to life as part of Flexeserve Solution."

A real solution, driven by a modern culinary vision

Flexeserve Solution is the all-encompassing service for hot-holding, which transforms food-to-go operations using a comprehensive and detailed process.

Their Culinary team are a distinct element of this as they test and advise every customer on their menu, cook methods, packaging options and much more. Their expertise and vision

have already revolutionised a host of major operators, including, most recently, a key UK supermarket chain.

“Our Culinary team, led by Chefs JP Felix and Chris Snaith, are unmatched in their ability to deliver Flexeserve Solution,” Global CEO, Jamie Joyce, stated. “They have a unified vision of what true hot-holding should be, whilst also showing a distinct ability to meet our customers’ precise goals. Now, with an enhanced Culinary Support Centre at their disposal, there are no limits for what Flexeserve can achieve.”



Making EuroShop a food-to-go experience

As the world’s biggest retail event, EuroShop is an essential part of Flexeserve’s event presence in 2026. With their largest stand yet, they are bringing a wide range of specialists to deliver immersive and experience-driven concepts, live and in-person.

“Inspiration is a significant part of our values,” Warwick Wakefield began. “We’ll be using our stand to offer hot-holding masterclasses, dedicated showcases for a range of cuisines, Solution and Connect demonstration areas, and so much more.”

“Whether it be via our new Culinary Support Centre or at our stand at EuroShop, we want everyone to be inspired when they see the power that Flexeserve unlocks for all food-to-go programmes,” Jamie Joyce concluded.

Flexeserve’s Culinary Support Centre is available for customers to visit now. The hot-holding specialists can also be found in Hall 13, C90 at EuroShop 2026.

For more information, visit www.flexeserve.com.