

Press release: (5 min read)

New Head of Culinary, driving customer support and foodservice innovation

Flexeserve has expanded its culinary expertise with the addition of Lucky Spears as Head of Culinary for the Americas. He brings with him decades of hands-on experience and a lifelong passion for exceptional food.

As the world's leading manufacturer of innovative hot-holding equipment and technology, Flexeserve is continuing to help global brands and foodservice operators transform their grab-and-go food programs every day.

Based at Flexeserve's U.S. HQ and Culinary Support Center in Southlake (Dallas), Texas, Lucky Spears will now work closely with their network of customers, distributors and rep partners to expand on their already-impressive support for the Americas.



Lucky Spears, Head of Culinary, driving Flexeserve customer support and foodservice innovation across the Americas

A passion for foodservice

As someone with a true love for food innovation, for Lucky, joining Flexeserve represents an opportunity to redefine what's possible in hot grab-and-go.

"My passion for food started in childhood," Lucky explained. "I grew up helping pick ingredients in my grandmother's garden and volunteering in kitchens from the age of 12. Since then, I've made it my mission to work across all areas of the foodservice industry to gain as much experience as possible."

That passion remains central to his approach today as Lucky thrives when exploring the details that elevate a dish from good to exceptional.



With Flexeserve, operators can unlock new possibilities while maintaining the quality and freshness required to surpass consumers' hot food-to-go expectations

"I love figuring out what makes a certain cuisine special," he said. "Whether it's in the texture, flavor, presentation or any other detail, I know that's what can make all the difference to the customer experience."

At Flexeserve, Lucky sees an opportunity to use this skillset to assist operators in unlocking new possibilities, while maintaining the quality and freshness required to surpass consumers' hot food-to-go expectations.

Elevating hot food programs through Flexeserve Solution

A major focus of Lucky's new role will be supporting customers through Flexeserve Solution, the company's all-encompassing service that puts every customer at the heart of the hot-holding specialists' expertise.



Lucky Spears forms an integral part of Flexeserve Solution, revolutionizing customers' grab-and-go operations with their team of hot food experts

As Head of Culinary, he will be involved in each element of this process, from menu development and cook methods to packaging, merchandising and operational efficiency.

"Every business is different," Lucky said. "That's why I enjoy working directly with operators to understand their goals and identify the right solutions. No matter the route we go down, it's always about creating a program that works for both the business and the customer."

Central to that process is Flexeserve's innovative hot-holding technology, which enables operators to maximize food quality, reduce waste and increase efficiencies and profitability.

"Only with Flexeserve can you hot-hold such a wide variety of food while offering incredible freshness, quality and taste," Lucky explained. "We've already helped so many businesses improve their operations, and I'm excited to show even more customers what's possible."

Building partnerships across the Americas

Alongside customer engagement, Lucky will collaborate closely with Flexeserve's growing network of rep partners, distributors and authorized dealers.

With an approach that focuses on collaboration and a natural affinity for problem-solving, he sees these relationships as critical to driving innovation and helping operators overcome industry challenges.

"I enjoy listening to feedback and understanding industry pain points," he said. "The best ideas often come from conversations with customers and partners who are facing real-world challenges every day. Working together allows us all to continue to enhance our level of service, as well as the standards of food-to-go in the Americas."



As Head of Culinary for the Americas, Lucky Spears will find new ways to push the boundaries of the foodservice industry and solve customers' hot food-to-go challenges

Supporting the future of food-to-go

Drawing on a culinary career that spans restaurants, hotels, private education and senior living, Lucky brings a broad perspective that allows him to understand the unique challenges facing foodservice operators and remain a key innovator.

Dave Hinton, President of Flexeserve Inc., welcomed Lucky's arrival to the Flexeserve team: "Lucky's passion for food, depth of industry experience and commitment to customer success make him an outstanding addition to Flexeserve. Our goal is to provide a world-class experience for every customer, and Lucky's expertise will play a major role in helping operators achieve excellence in their hot food programs."

For more information, visit www.flexeserve.com.