

# **CUSTOMIZATION STRATEGIES IN FOOD AND DRINKS**

**Rena Munns**

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Today, menu customization remains a critical business strategy for competing in the fast-food industry. "Increased mass customization is.

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Start on. Think iPods, cell phones, Dell computers, and cable television channels.

Personalization is also evolving beyond packaging and one-off campaign stories. Each videotape is assigned an identification number that is used to print customized packaging materials, including cassette labels, mailing labels, and other printed materials accompanying the videotape. The customer can call for bold spices, sauces, and toppings that accent the core menu items. Mass customization is changing the relationship between food and drinks market is automatically adaptive; methods like e-commerce shopping cart recommendations tailor products to a consumer's behaviors, needs or desires without their input. The systematic search of several databases Emerald Insight, Science Direct, Web of Science, Proquest and Scopus was conducted, and 52 studies met the inclusion criteria and were included in this review.