

# Cross About Customization

## Dear Tim:

If I had the opportunity to vote just one overused word out of our vocabulary, it would have to be “customized.” Everybody and their brother is selling it nowadays, but I’m not buying it. How can a product or service be customized if they sell the exact same product or service to someone else? Shouldn’t customized mean that what I buy is unique to my needs and different than everyone else? Since no one seems to use this word properly, I’d like it stricken from the language. You with me?

-Uniquer on Urlin

## Dear Unique:

Not quite. I’m kind of into the whole customization thing. In fact, that’s the whole idea behind the new Special Order Store at [huffmansmarket.com](http://huffmansmarket.com). There we offer thousands of hard-to-find food and specialty items. You can search our



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entire database or shop one of our partners’ BrandStores. You can order by the item or the case, and your selections will be shipped right to your door. No need to make a special trip to our store or any other. It’s the largest selection of specialty food items anywhere, and since you get exactly what you order, it’s entirely customized. It’s not perfect, but it’s not bad.

Check it out and see if customized grocery shopping changes your mind.

## Dear Tim:

Well the new season of *Idol* is underway. I know you’re a fan of the show, so what do you think of the new judge? And is it just me, or has Paula stopped taking her medication?

-Idolater on Island

## Dear Idolater:

Actually, I think Paula is over-taking her medication. No one can be that erratic without some pharmaceutical assistance. She’s like a blowout by the Buckeyes – fun for the first half, then kind of boring and sad after that. The new judge is like a tasty sorbet – she cleanses the Paula palate. Speaking of sorbet, we’ve got lots of wonderfully fruity flavors to choose from in the freezer case in aisle 6. And no one will judge you after you eat it.

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**Dear Tim** is presented as a public service by Tim Huffman, owner of Huffman’s Market. Write to him in care of Huffman’s Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit [www.huffmansmarket.com](http://www.huffmansmarket.com).