Exhibit 76 to Plaintiff's Memorandum of Points and Authorities in Support of Its Motion for Temporary Restraining Order and Preliminary Injunction (PX00469)

[PORTIONS REDACTED]

Whole Foods Competitive Marketing Plan

July 1, 2005

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WILD OATS
MARKETS, INC.

Whole Foods Competitive Marketing Plan

July 1, 2005

Intro: Marketing was asked to explore the viability of a loyalty program for Wild Oats – which we will refer to from this point onward as a Customer Marketing Program, or CRM. The second phase of the project, assuming that a CRM program made sense for Wild Oats was to develop a program recommendation complete with ROI and timeline.

Our agenda today is to approve the recommendation and authorize the budget

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WILD OATS MARKETS, INC.

Agenda

- Process and Timeline
- Goals and Objectives
- [redacted]
- Operations and HR Issues
- Competitive tactics
  - Merchandising
  - Grassroots community outreach
  - Marketing

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WILD OATS MARKETS, INC.

Process and Timeline

- Begin development of competitive intrusion plan (CIP) [redacted] months prior to known WFMI opening date
- Operations and Marketing to develop WFMI competitive intrusion plan and recommend to SLT [redacted] months prior to opening date
  - Strategy
  - Tactics
  - Budget
  - Sales impact estimate (loss)
- Budget approved [redacted] months out and CIP team can begin execution of tactics

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WILD OATS MARKETS, INC.

Goals and Objectives

- Maintain store sales metrics to less than [redacted] decline
  - Average weekly sales
  - Transaction count
  - Basket size
- Maximize customer retention
- Minimize customer defection
- Engender loyalty to Wild Oats retail store
- Maintain share of wallet

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WILD OATS MARKETS, INC.

[redacted]

- [redacted] WFMI opens late September, 2005
  - WFMI 2 miles west of OMA and 6 miles east of ONE

    [redacted]
- [redacted] mid-October, 10/15/2005

  [redacted]
  - WFMI store located 1.5 miles from Wild Oats

    [redacted]
- [redacted] October, 2005
  - [redacted]
  - [redacted]
  - WFMI new store is 65K square feet, located 8 miles away
  - [redacted]
  - [redacted]

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WILD OATS MARKETS, INC.

Situation Assessment

- Market evaluation
  - Natural/organic consumption index – how developed is the market?
  - Awareness and appreciation of natural/organic
    - [redacted] high
    - [redacted]: med
    - [redacted]: medium/low
- Store facilities evaluation
  - Age and size of store
  - Store facilities
  - How well is store positioned to compete against WFMI?
  - Strengths and weaknesses

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WILD OATS MARKETS, INC.

Competitive Tactics

- The goal is to be pre-emptive versus reactive
  - Pricing
  - Operations
  - HR
  - Marketing
    - Local media
    - Grassroots and community marketing

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WILD OATS MARKETS, INC.

Competitive Tactics: Pricing

- Objective: [redacted] between WFMI and Wild Oats [redacted]
- WFMI executes a new store pricing plan whereby [redacted] key items are priced below competition
- Wild Oats needs to counter this tactic by creating [redacted]
  - [redacted]
- Store directors and Operations team can also provide feedback pricing and provide impressions of store visits

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WILD OATS MARKETS, INC.

Operations

- Objective: to offer a superb shopping experience
- Recommendation:
  - Consider a CIP store P&L which allows for larger labor budget and lower perishable margins
    - Add [redacted] basis points on % basis for labor [redacted] months prior to WFMI opening
    - Maintain labor budget dollars level for [redacted] months after WFMI opening [redacted]
    - Develop new labor schedules based on dayparts
  - Will allow store to maintain highest quality standards – fresh produce, seafood and meat and highest service levels
- Consider other value-added services that can engender customer loyalty
  - [redacted]
  - [redacted]
- Expand sampling program to support ongoing sampling throughout the day
  - This program needs to enhanced
  - [redacted]
  - [redacted] program

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WILD OATS MARKETS, INC.

HR

[redacted]

WILD OATS MARKETS, INC.

Marketing: Media

- Objective: build on Wild Oats' reputation as the market knowledge leader for health, nutrition and food
- Build rapport with local media
  - Edible press kits
  - Calendar listing and event information for the store
  - Nutritionist expertise can be a focus of media outreach
  - Bring information about newsworthy events at store to local media
- Local radio and TV show sponsorships
  - Food, cooking
  - Health and nutrition

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WILD OATS MARKETS, INC.

Marketing: Media

- Omaha
  - Print:
    - [redacted]
    - [redacted]
    - [redacted]
  - Radio – cooking show sponsorships
  - TV
    - [redacted]
    - [redacted]
    - [redacted]
- Arlington
  - [redacted]
  - [redacted]
  - Local magazines [redacted]

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WILD OATS MARKETS, INC.

Marketing: Media

- Hartford
  - TV cooking show sponsorship – ongoing
  - Radio
    - NPR (benefits HAR and POS)
    - Local classical music radio station
  - Print
    - [redacted]
    - [redacted]
  - Online
    - Chamber website

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WILD OATS MARKETS, INC.

Grassroots Community Marketing

- Objective: preempt WFM in community outreach
- Maintain high-visibility presence at local events and venues that have mass appeal and fit lifestyle of target audience
  - [redacted] the natural/organic food retailer category at events/venues
  - Expand sponsorships based on food /product donations [redacted]
  - Sponsor non-profit events (staff members can also use volunteer hours)
- Seek out events that provide brand exposure and sampling (even sales) opportunities
  - Athletic
  - Arts
  - Non-profits
  - Health and wellness
- University/college outreach
  - Field Trip Factory
  - Health and nutrition fairs (nutritionist outreach opportunity)
- Business community outreach
  - [redacted]

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WILD OATS MARKETS, INC.

Grassroots Marketing

- Omaha
  - [redacted]
- Arlington
  - [redacted]

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WILD OATS MARKETS, INC.

Grassroots Marketing

- Hartford
  - [redacted]

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WILD OATS MARKETS, INC.

In Store Marketing

- Objective: build on Wild Oats' reputation as the market leader for great food, natural/organic and nutrition
  - Cooking classes
  - Guest lectures
  - Events

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WILD OATS MARKETS, INC.

In Store Marketing

- Omaha
  - [redacted]
- Arlington
  - [redacted]
- Hartford
  - [redacted]

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WILD OATS MARKETS, INC.

Competitive Tactics: Merchandising

- Catalina continuity offers to maximize customer retention
  - [redacted] weeks bounce-back coupons: see SUP example
  - Start [redacted] weeks prior to WFMI opening and run through end of year [redacted]
    - $5 off $50 ($0-$24.99)
    - $10 off $50 ($25-$49.99)
    - $15 off $75 ($5-$74.99)
    - $20 off $100 ($75-$100)
  - Note: SUP redemption cost actuals were [redacted]

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WILD OATS MARKETS, INC.

Competitive Tactics: Marketing

- Direct Marketing
  - Assemble store direct marketing list – names, mailing addresses, email addresses, etc. – and develop direct marketing communication plan
    - Sales promotions
    - Store information
  - Develop new customer direct mail list and target strategic geographic areas
- Online marketing
  - Email communication

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WILD OATS MARKETS, INC.

Competitive Tactics: Marketing

- Mass media
  - Head-to-head media vs. WFM opening [redacted]
  - Newspaper print ads highlighting department and store features and benefits
- Target market media
  - Weeklies
  - Alternative publication – health and wellness lifestyle focus
  - City magazines
- Outdoor advertising
  - [redacted]

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WILD OATS MARKETS, INC.

[redacted] Grand Re-Opening

- The [redacted] re-model will coincide with the WFMI opening, so we will have incremental budget and activity to support/promote the store
  - Mass media
    - Newspaper
    - Cable TV
  - Direct Mail/Email program
  - Circular
    - Increase circulation
  - Nutritionist
  - Party

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WILD OATS MARKETS, INC.

Competitive Tactics: Marketing

- Direct Mail ARL and HAR
  - Phase I
    - Initial mailing of [redacted] pieces per store – multiple offers
      - [redacted]-mile radius saturation
      - [redacted]-mile radius Prizm segments
      - [redacted]% redemption (based on MIL actuals) generates [redacted] names
      - Email list- [redacted] names per store
      - Cost: $[redacted]K/store
  - Phase II
    - Distribute [redacted] off key fobs to [redacted] name list per market as a continuity program
    - [redacted] off key fobs valid for [redacted] months
    - Cost: [redacted]/store
  - Total cost (not including offer): [redacted] per store

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WILD OATS MARKETS, INC.

Competitive Tactics: Merchandising

- Sales promotions
  - Direct mail offers – Wild Cash, department incentives, BOGOs, $10 off $30
    - [redacted]
  - Customer discount cards – [redacted] off for [redacted] months key fob
    - [redacted]
- Catalina continuity offers
  - [redacted] weeks bounce-back coupons: see SUP example
  - Start [redacted] weeks prior to WFMI opening and run through end of year [redacted]
    - $5 off $50 ($0-$24.99)
    - $10 off $50 ($25-$49.99)
    - $15 off $75 ($5-$74.99)
    - $20 off $100 ($75-$100)

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