Exhibit 59 to Plaintiff's Memorandum of Points and Authorities in Support of Its Motion for Temporary Restraining Order and Preliminary Injunction (PX00676)
Part 1 of 17

[PORTIONS REDACTED]

Strategy Review – Henry's Farmers Market and Wild Oats Natural Marketplace

July 2005

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Overview of Topics for Strategy Review

Henry's Farmers Market
- Layout and Prototype
- Operating Performance – New and Old Stores
- New Possible Grocery Strategy
- Reorganization Assessment

Wild Oats Natural Marketplace
- Layout and Prototype
- Operating Performance – New and Old Stores
- Current Prototype Modifications

Growth of Henry's vs. Oats
- Potential Markets
- Growth Strategies
- Reliability of Real Estate Model
- Grand Opening Plans – both concepts

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Henry's Farmers Market

- Store prototype and layout
- New store performance
- Store financial model
- Operating performance
- Postmortem of regional reorganization
- "Trader Joe's" potential grocery strategy

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Henry's Current Prototype

Department		Prototype			Older Stores**		
		Sq. Ft.		% of Total +	Av Sq. Ft.		Av % of Total
Produce		[redacted]		[redacted]	[redacted]		[redacted]
Food Service		[redacted]		[redacted]	[redacted]		[redacted]
Meat/Seafood		[redacted]		[redacted]	[redacted]		[redacted]
Grocery		[redacted]		[redacted]	[redacted]		[redacted]
Bulk		[redacted]		[redacted]	[redacted]		[redacted]
Bakery		[redacted]		[redacted]	[redacted]		[redacted]
Nat. Living		[redacted]		[redacted]	[redacted]		[redacted]
Frozen		[redacted]		[redacted]	[redacted]		[redacted]
Dairy		[redacted]		[redacted]	[redacted]		[redacted]

+ [redacted] total box size. Dept. % based on [redacted] ft. selling and prep areas
** ENC, POW and CLR – [redacted] sq. ft. total, [redacted] av. selling and prep

Redacted

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Henry's 18-Month Historic Review

- 02/03 - Henry's new prototype opened in Costa Mesa, CA
- 10/03 – 02/04 - So. Cal grocery strike
- 03/04 – 09/04 - Post strike conventional grocer extraordinary ad campaigns in Orange County
- 06/04 – 07/04 - Orange County flyers discontinued
- 07/04 – 02/05 - Henry's meat program changed to Coleman
- 08/04 - Henry's regional office reorganization
- 07/04 - ROPs stopped
- 04/05 - ENC and POW remodels begin

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Henry's Sales and Transaction Count Trend Summary

[redacted]

Redacted

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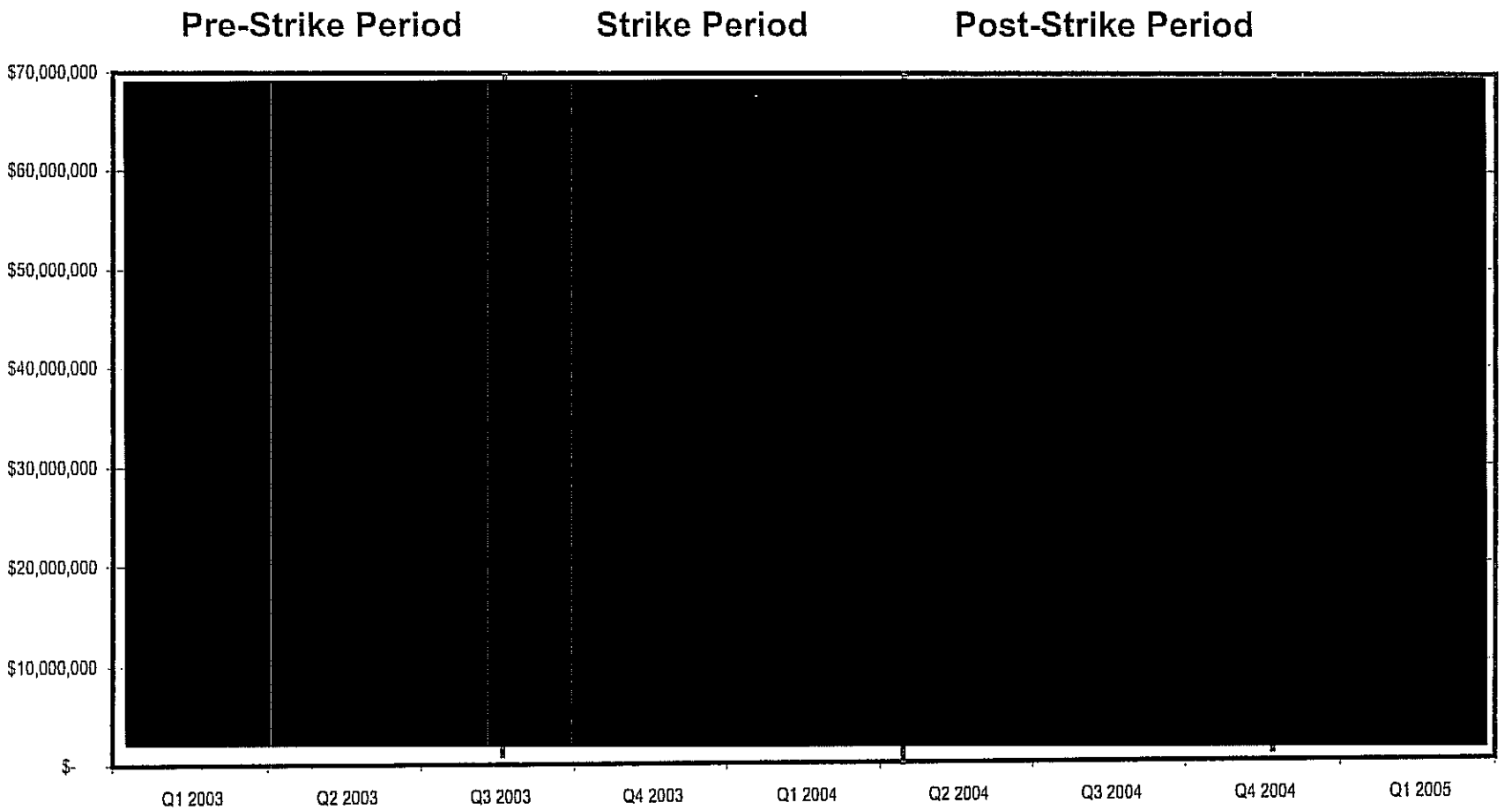
Henry's Average Weekly Sales by Quarter Jan 2003 – April 2005



Redacted

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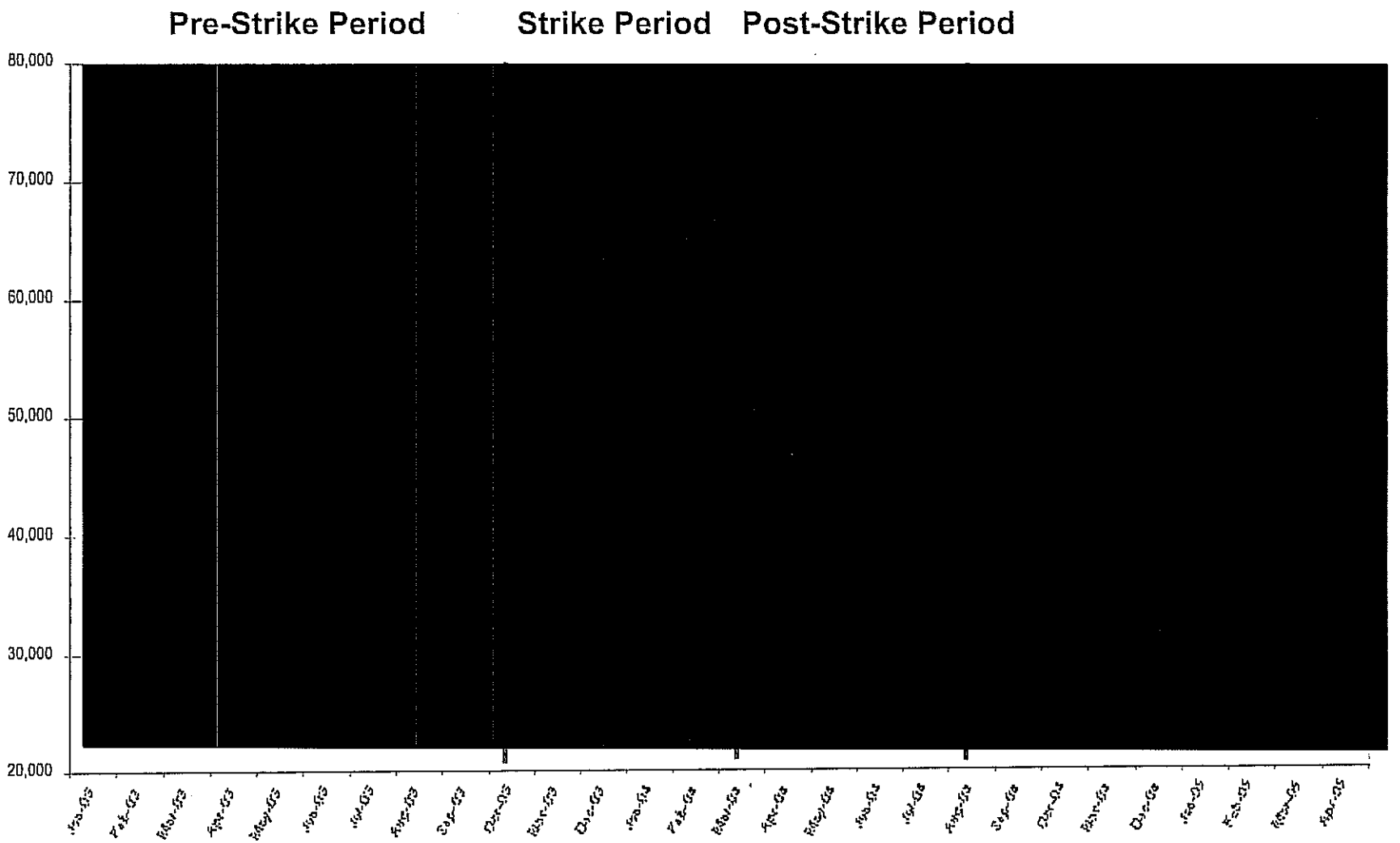
Henry's Average Weekly Customer Count – Jan 2003 – April 2005



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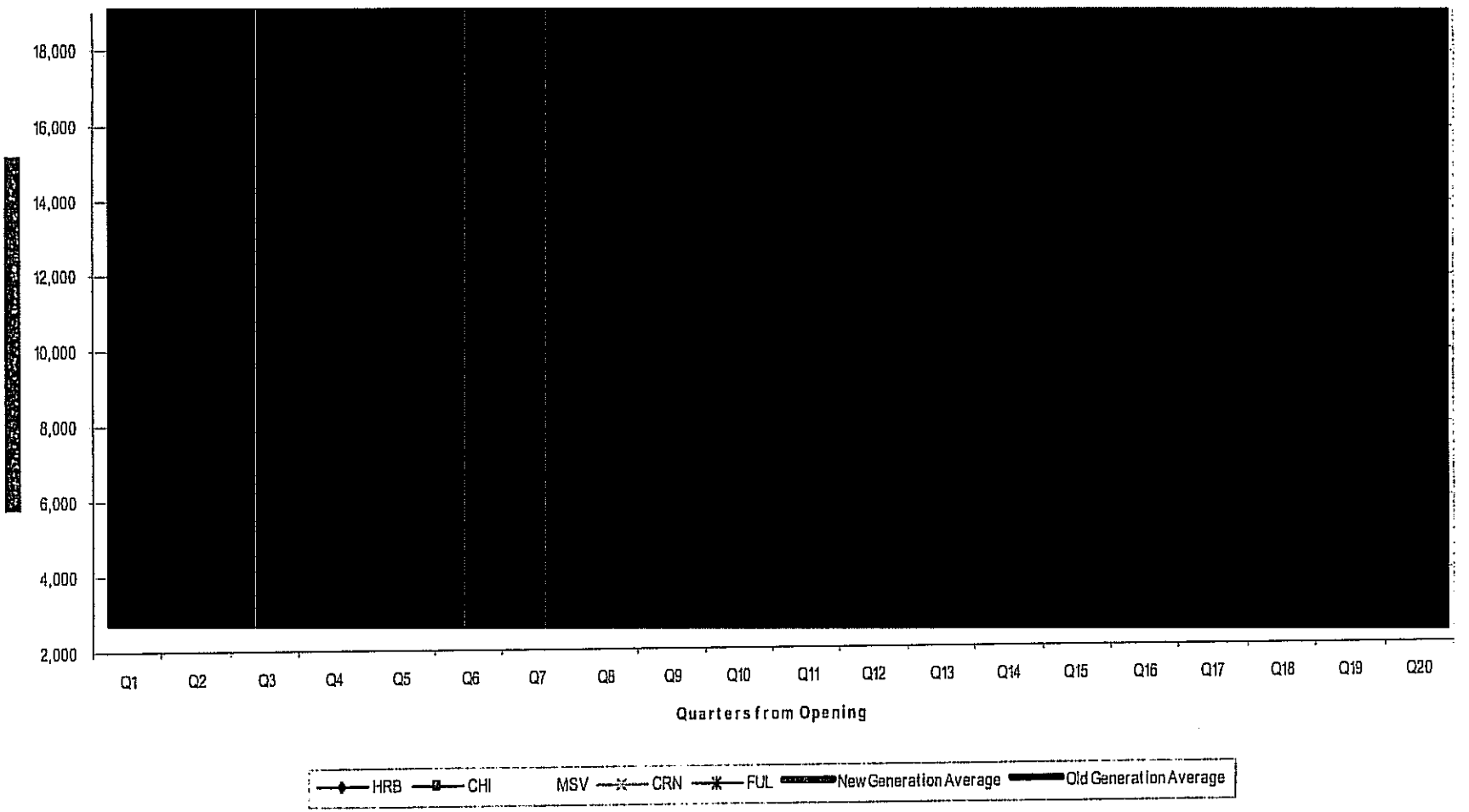
Henry's "New Generation" Traffic



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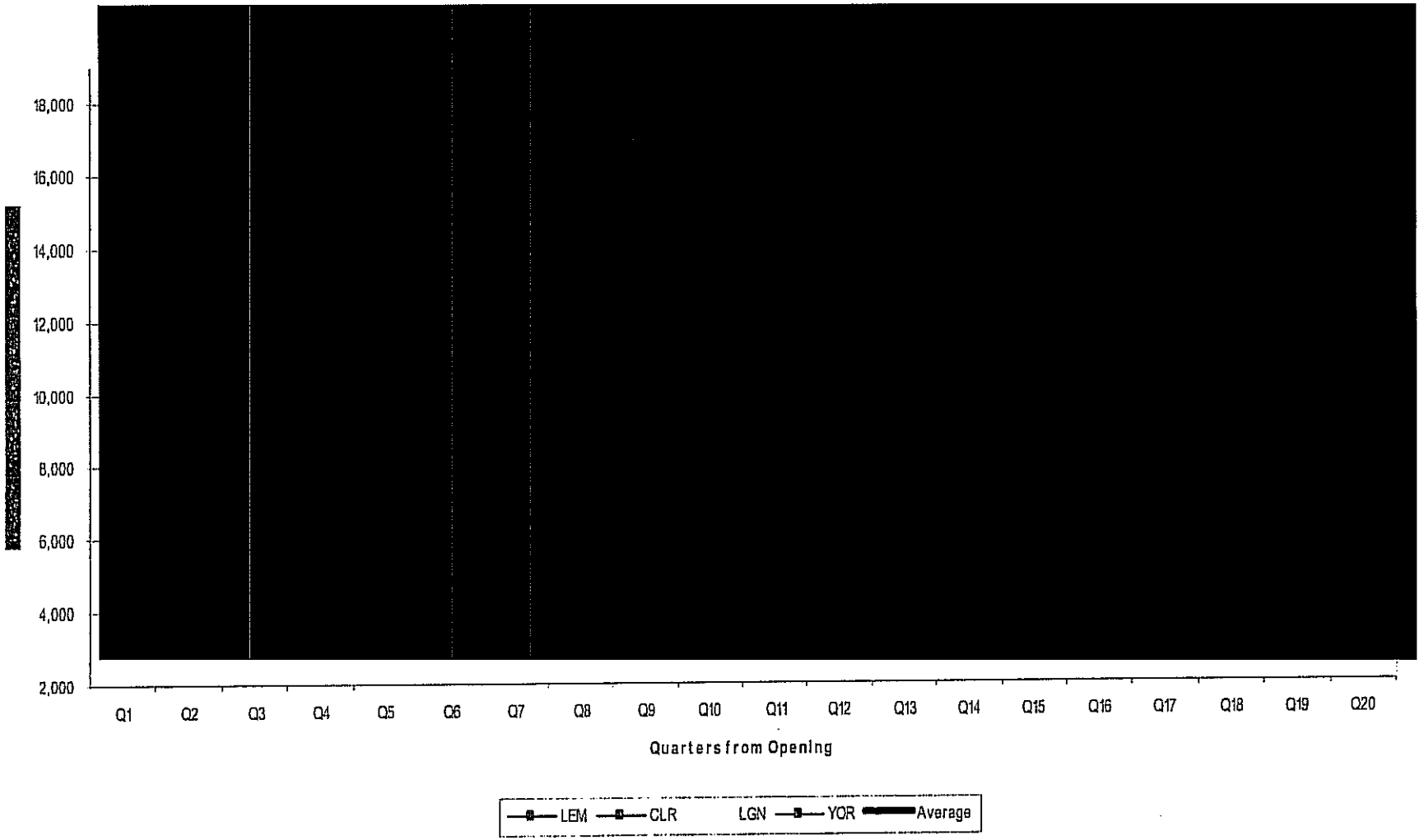
Henry's "Old Generation" Traffic



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Henry's Assessment of Sales and Customer Count Trends

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Henry's Assessment of Sales and Customer Count Trends

2. [redacted]

Redacted

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Henry's Assessment of Sales and Customer Count Trends

3.

4.

[redacted]

Redacted

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