

Exhibit 59 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX00676)  
Part 11 of 17



# Henry's vs. Oats Recap

## Customer Profile

**Henry's  
Customer Profile**

- Mean Annual Income      \$ [REDACTED]
- Weekly Food Budget      \$ [REDACTED]
- College Grad Plus      [REDACTED]
- Managers or Professional
- Mean Age      [REDACTED]
- Customer values health, wellness and value

**Wild Oats  
Customer Profile**

- Mean Annual Income      \$ [REDACTED]
- Weekly Food Budget      \$ [REDACTED]
- College Grad Plus      [REDACTED]
- Managers or Professional
- Mean Age      [REDACTED]
- Customer values quality, sustainability, community & culture, mind, body & spirit; social consciousness, and optimism, enjoy foreign and exotic food, cultures and experiences



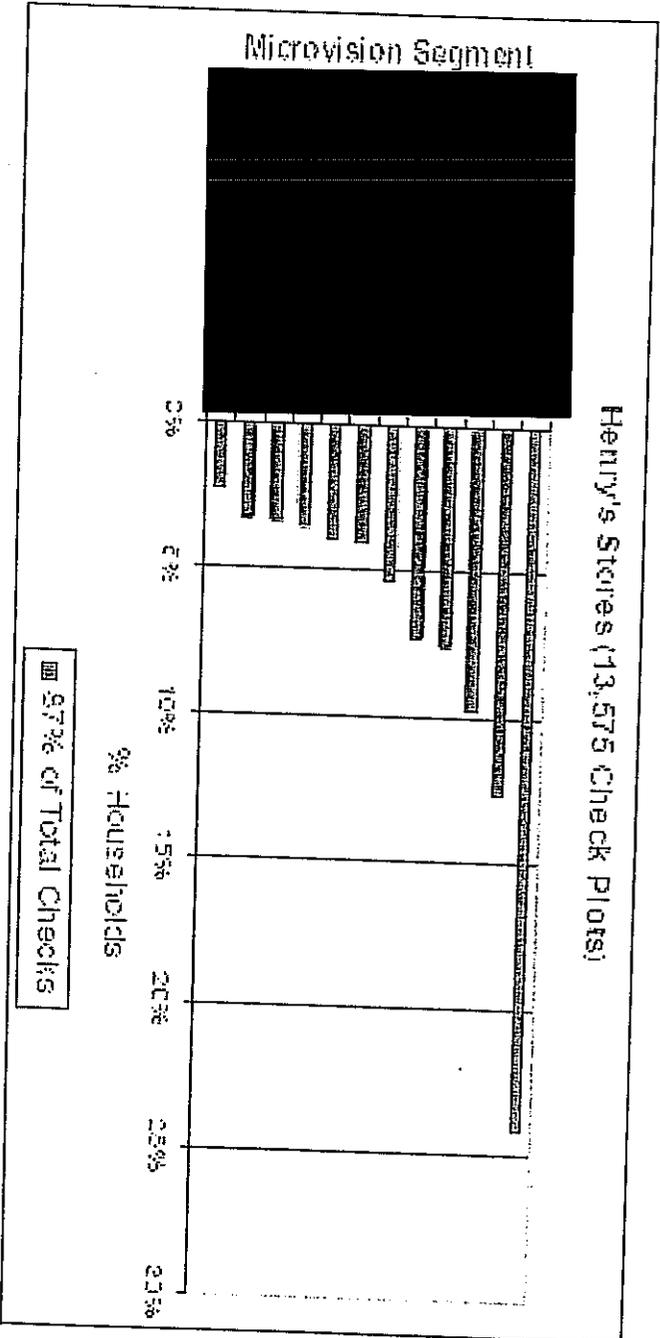
## Henry's Customer Profile

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- Heavy shopper:
  - Concerned about health.
  - Moms concerned about providing healthy food for their families.
  - HH Income: \$ [REDACTED]
  - Shops Henry's for freshness, healthfulness and value.
  - Uses conventional stores to fill in on non-perishable staples.
- Light shopper:
  - Tends to be transitioning to healthy lifestyle.
  - Shops Henry's for produce and hard to find products.
  - Includes moms who use conventional stores for kid products and staples, as well as customers moving through life stages that trigger behavior change: having children, aging, illness.



# Henry's Customer Profile



Mid-Life Success:

[Redacted]

Home Sweet Home:

[Redacted]