

Exhibit 66 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01316)

From: Steve Kaczynski
Sent: Saturday, May 22, 2004 2:38 PM
To: Brandon Bagley; Don Harris; Paul Gingerich; Steve Davis; Anne Evanoff; David Young
Subject: FW: Margin Initiatives

fyi--- per what we discussed

-----Original Message-----

From: David Clark
Sent: Friday, May 21, 2004 2:39 PM
To: Elisa Tempelaar-Lietz
Cc: Steve Kaczynski; Jim Nielsen; Kurt Luttecke
Subject: RE: Margin Initiatives

Elisa,

Here they are:

- >Hot Foods action plan in Deli
- >Going in gross cheese analysis
- >increase NL line drives
- >service level and in-stock push
- >meat mix change
- >price check on WFMI perishables to look for price increase opportunities
- >seafood shrink initiatives
- >"tweak" inside ad retails
- >regionals to concentrate on consistent poor grossing departments in stores
- >forward buy opportunities from Brandon
- >get retails corrected on unhosted bakery items
- >examine retail strategy on bulk to reflect new distribution costs
- >examine catalina program for margin enhancing opportunities
- >push full margin bakery sales

Thanks,
Dave

-----Original Message-----

From: Elisa Tempelaar-Lietz
Sent: Friday, May 21, 2004 10:45 AM
To: David Clark
Cc: Nate Meadows; Heather Simms
Subject: Margin Initiatives

Dave,

In the last Ops Review you mentioned that you and your team had put together a list of 20+ margin initiatives for the forecast. Is it possible that my team could get a copy of that list so we are in the loop to the details behind the numbers?

Thanks,
Elisa