Exhibit 19 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary
Injunction
(PX01332)
Part 7 of 12

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Recent Research Findings

- Wild Oats must do better with appeal to "foodies"

[redacted]

- Wild Oats must address declining customer count at older stores

[redacted]

Redacted

WO-VS-9-000141

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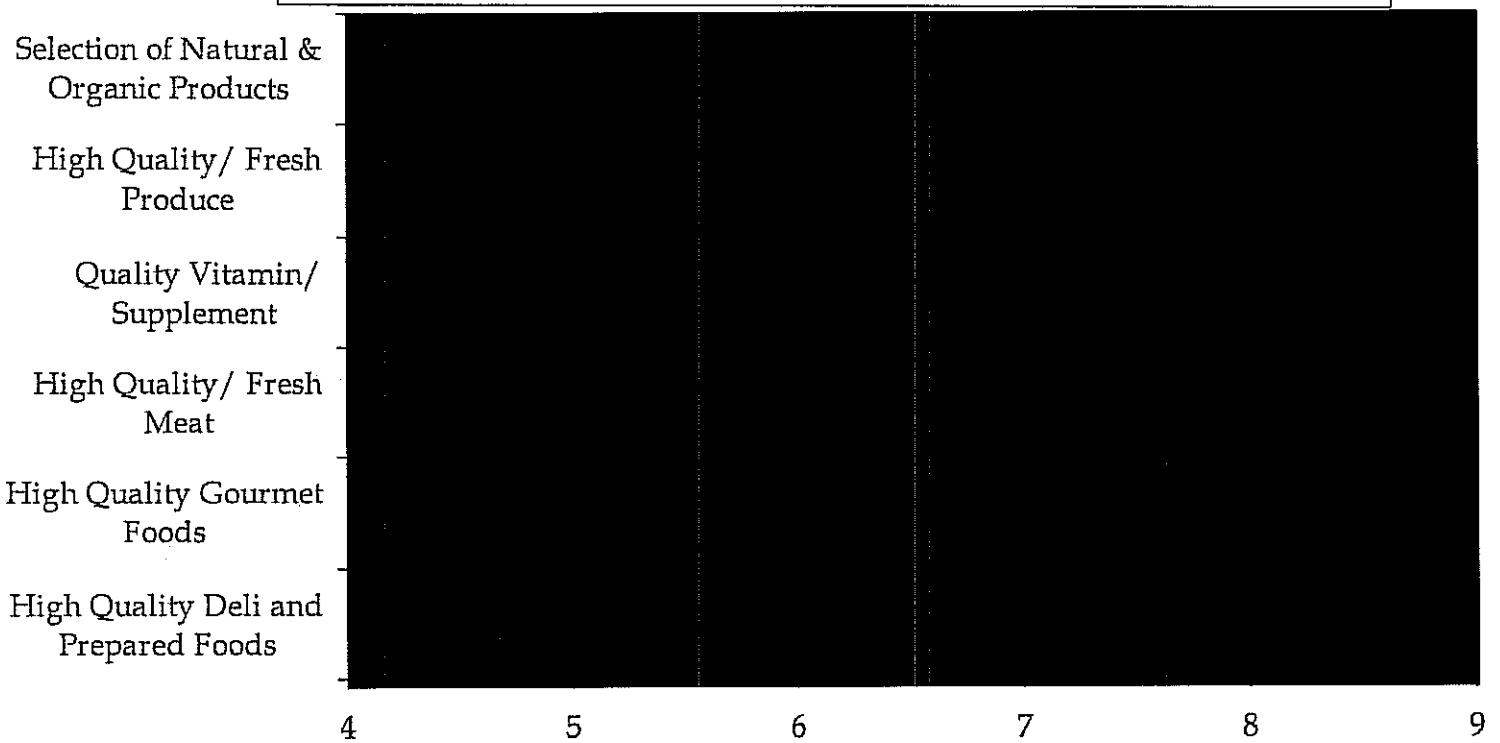
Key Attribute Ratings for Wild Oats

Nine-Point Scale: 9 "Absolutely the best" → 1 "Just so-so"



Base: All Who Have Shopped Wild Oats Comparable Trade Areas

Redacted

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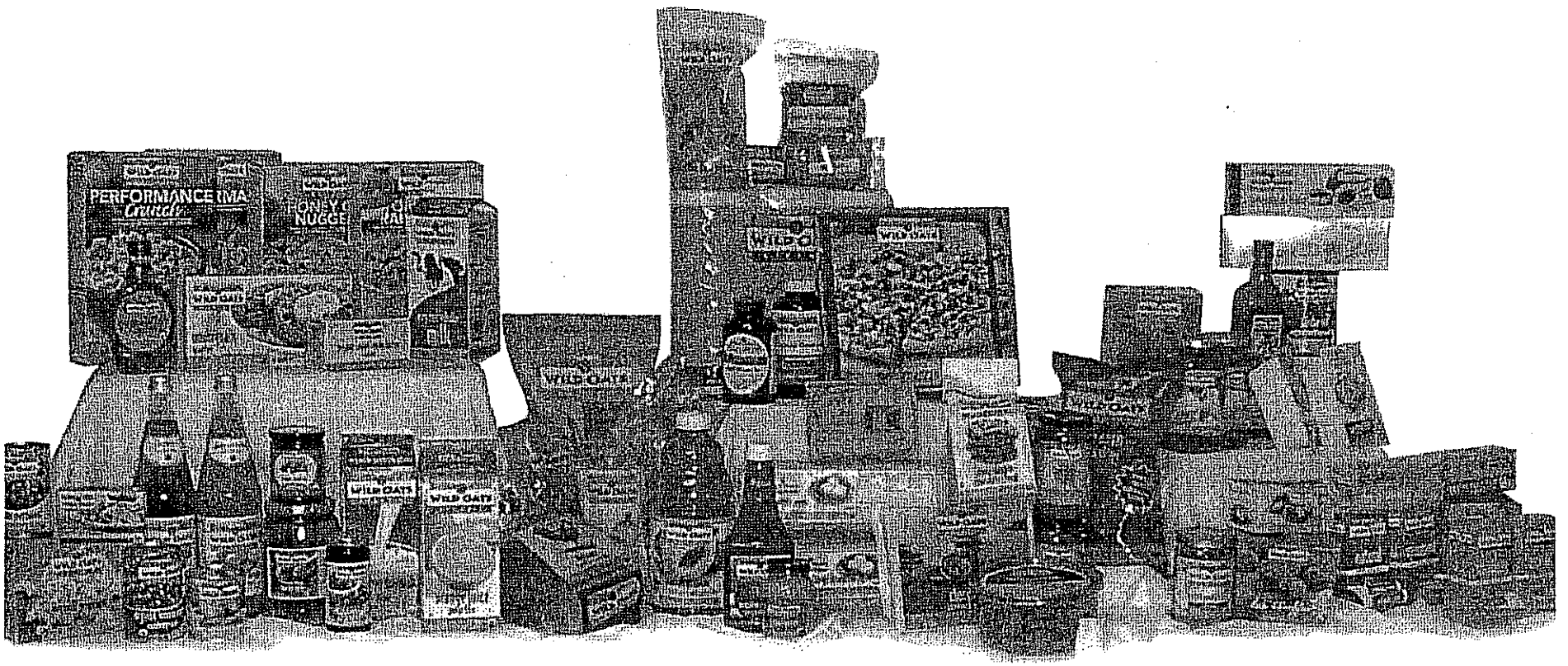
Corporate Brands Success



WO-VS-9-000143

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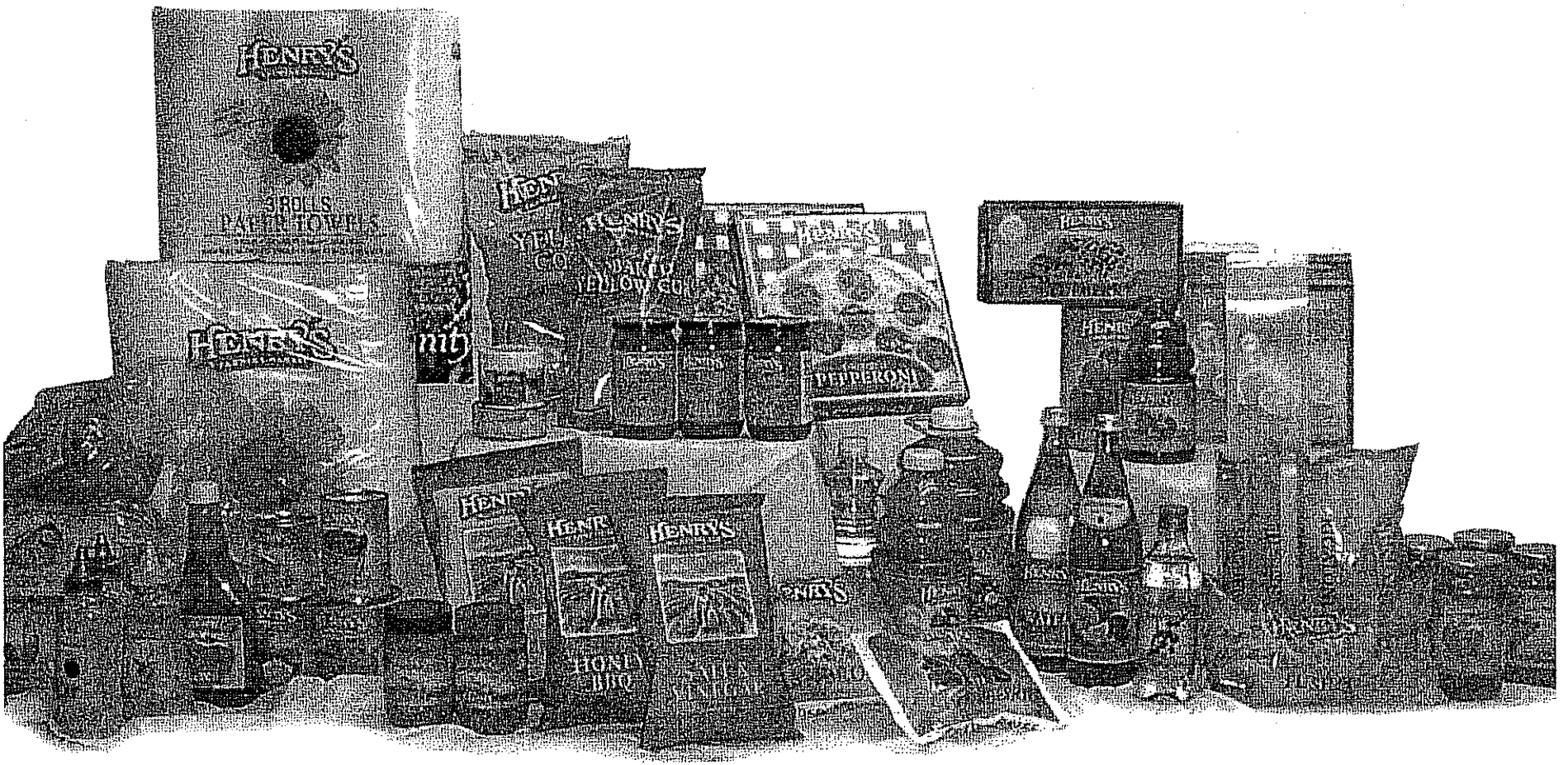
Corporate Brands Success



WO-VS-9-000144

PX01332-050

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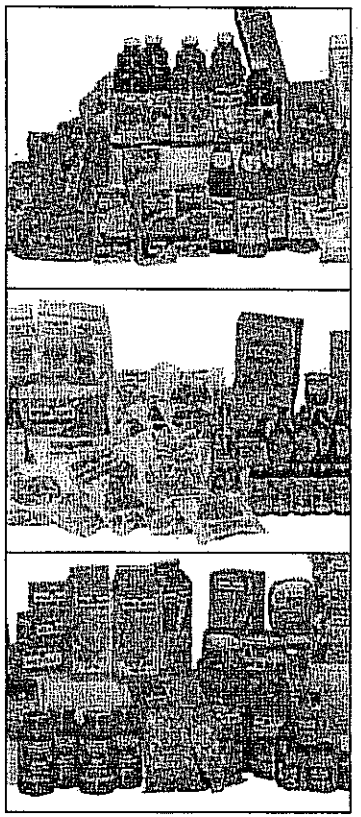
Summary



- Relaunched Wild Oats and Henry's private label product lines in 2003
- Wild Oats is positioned as the leading organic and natural brand targeting the "foodie"
  - Broad appeal to the entry-level / beginner natural channel consumer
- Henry's is positioned as "farm-fresh" produce and all-natural food with "side of the road" prices
- Both brands grew significantly in 2004
  - Wild Oats label: $34MM, +68% vs YAGO
  - Henry's label: $15MM, +26% vs YAGO
- Wild Oats has the unique opportunity to be the leading natural and organic brand in all channels

WO-VS-9-000145

PX01332-051

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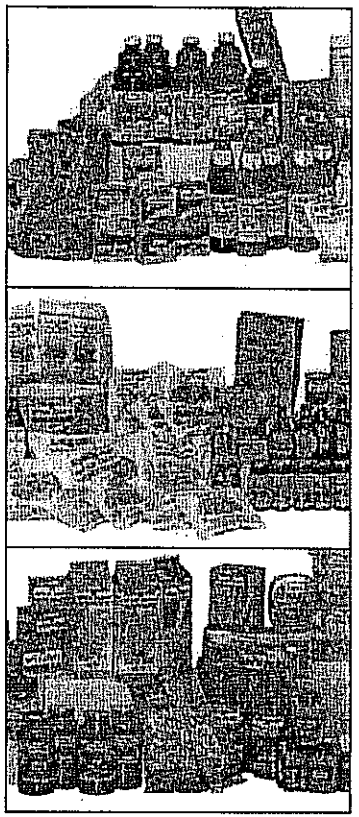
Wild Oats Brand Opportunities



- Opportunity to build Wild Oats equity and loyalty and enhance / support the core proposition of the stores
- Physical product manifestation of the brand
- Opportunity to engender loyalty to our brand in light of the low levels of brand awareness and loyalty in the natural/organic foods category.
- Significant equity-building, product differentiation and margin enhancing opportunity
- Drive sales and increase the uniqueness of Wild Oats
- Build unique partnering opportunities with vendors and a more unique customer proposition

WO-VS-9-000146

PX01332-052

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Wild Oats Product Positioning

Wild Oats Organic products are 95 to 100 percent organic products made with ingredients grown by farmers who practice sustainable agriculture. No synthetic pesticides, herbicides, fertilizers or GMO's are used in organic farming.

No artificial colors, flavors or preservatives, no hydrogenated oils and no high fructose corn syrup in naturally great tasting Wild Oats Natural products.

Wild Oats Living is a line of non-food products including bath tissue and paper towels made from 100 percent recycled (10-25 percent minimum post consumer) and dioxin-free.

WO-VS-9-000147

PX01332-053

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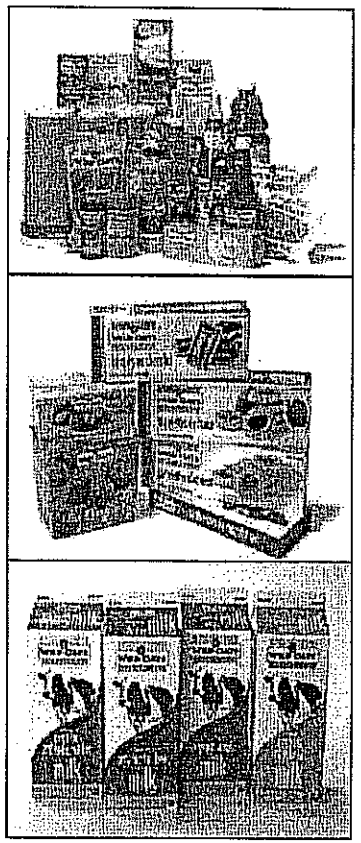
2004 Performance – Wild Oats Brand



Wild Oats Brand

- [redacted] in sales
  - [redacted] vs. LY
  - [redacted] Category Dollar Share (excluding VMS)
- [redacted] units sold, [redacted] vs 2003, [redacted] category unit share
- [redacted] dollar share of total Wild Oats store sales
- 462 SKUs launched or redesigned during 2004

* Excludes VMS

Redacted

WO-VS-9-000148

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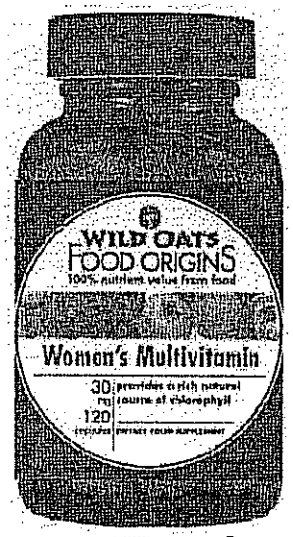
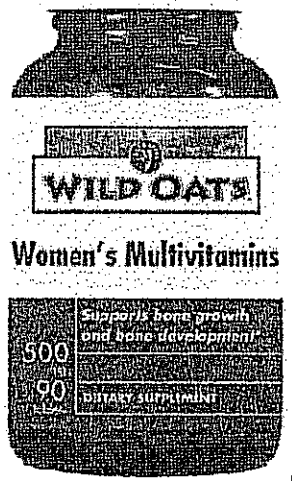
Wild Oats VMS Brand: 2004





- Relaunched over 250 SKUs of Wild Oats VMS
- Developed two product lines
  - Food Origins - premium brand with active ingredients sourced from food
  - Wild Oats Everyday - value-priced line
- Launched with complete line of consumer education brochures

WO-VS-9-000149

PX01332-055

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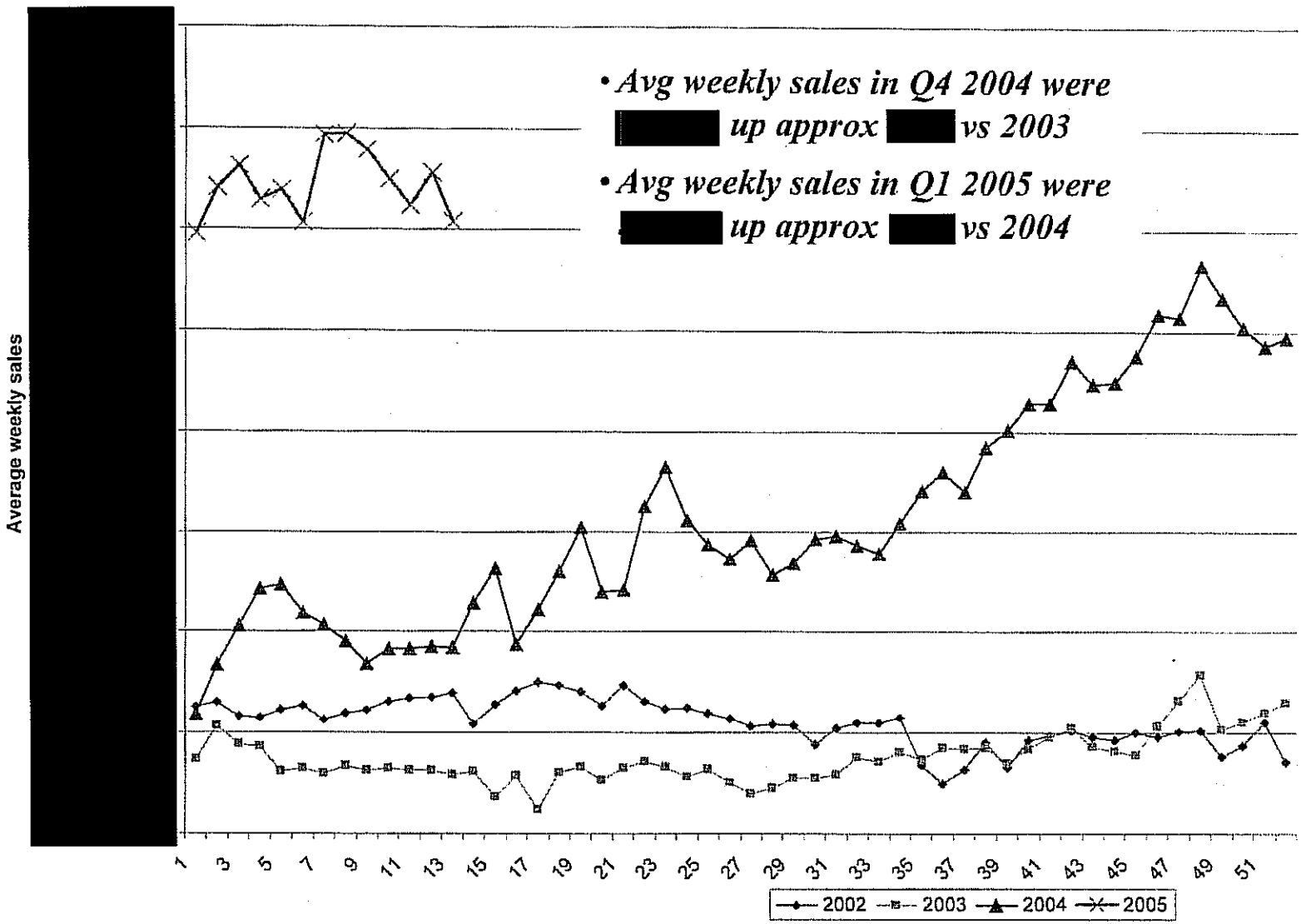
Wild Oats Brand Sales



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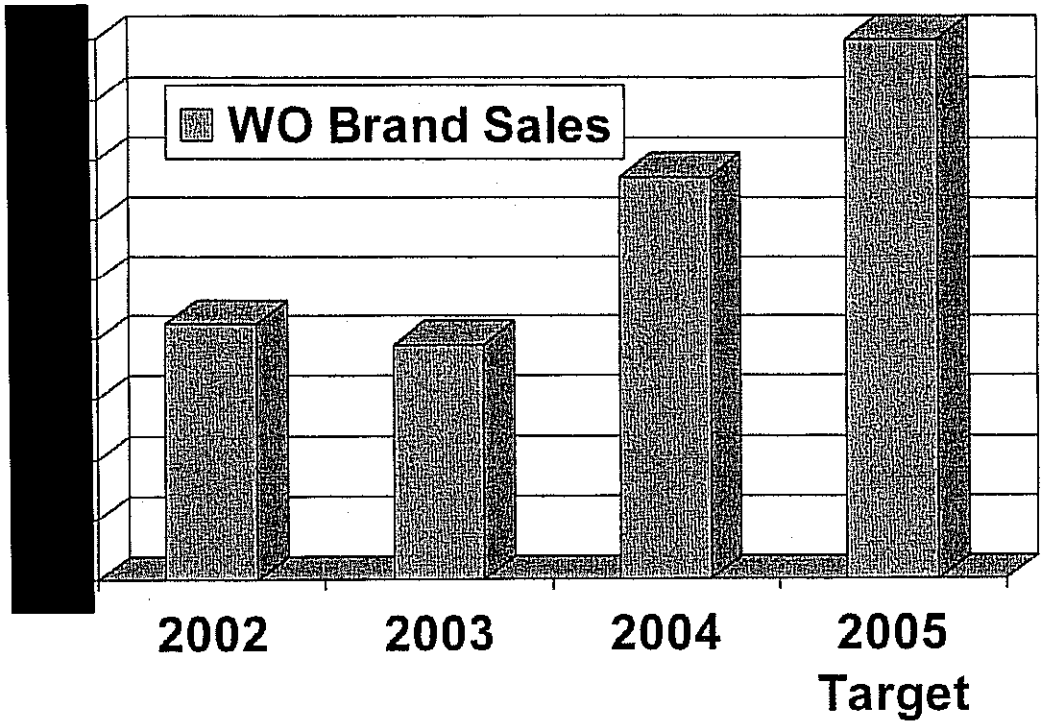
Wild Oats Brand Sales



- Key product introductions: [redacted]
- Dollar share in targeted categories is often greater than [redacted]

Redacted

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