Exhibit 19 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary
Injunction
(PX01332)
Part 9 of 12

HIGHLY CONFIDENTIAL

Grocery Merchandising

Grocery

- Expand "foodie" offering with more imported and specialty products
- Expand authentic ethnic foods
- Increase local and regional offerings, such as Kosher foods

WO-VS-9-000167

PX01332-073

HIGHLY CONFIDENTIAL

Bakery Merchandising

Expanded Bakery Selection

- Introduce mainstream brands that meet our quality standards and have a healthful image ([redacted])
- Introduce more artisan items with epicurean appeal
- Introduce more family-friendly desserts
- No hydrogenated oils

WO-VS-9-000168

PX01332-074

HIGHLY CONFIDENTIAL

Complete Overhaul of Foodservice

- More seasonal offerings
- Rotate menus once per quarter
- More ethnic dishes like Indian and Mediterranean
- More "center of the plate" items
- More grab-n-go prepared meals for families
- More variety of deli meats
- New $[redacted] rotisserie chicken program
- Hot and cold breakfast bar

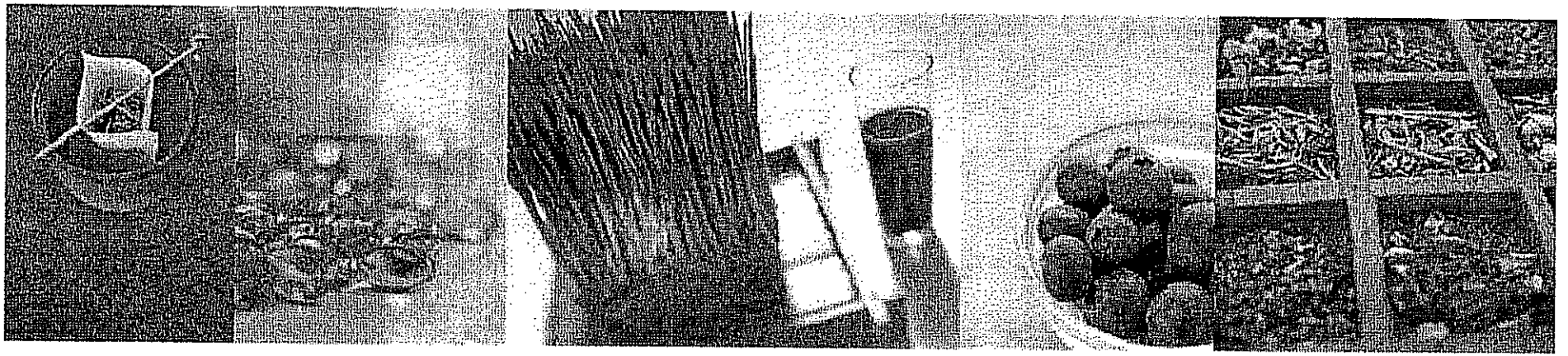
WO-VS-9-000169

PX01332-075

HIGHLY CONFIDENTIAL

Natural Living

- Natural Living to have greater appeal
  - –Small assortment of conventional HBC products
  - –Include best-selling national favorites



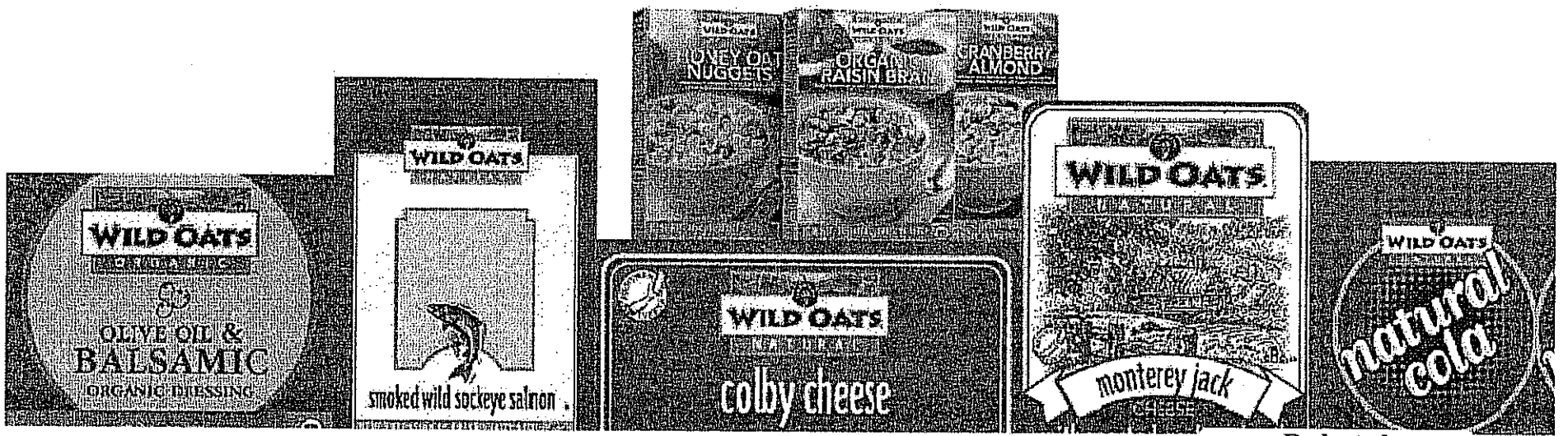
WO-VS-9-000170

PX01332-076

HIGHLY CONFIDENTIAL

Wild Oats Label: 2005 Plans

- Launch 200 new products
- Key new product launches include: [redacted]
- New products will be supported with POP Materials, targeted couponing, sampling and interactive



Redacted

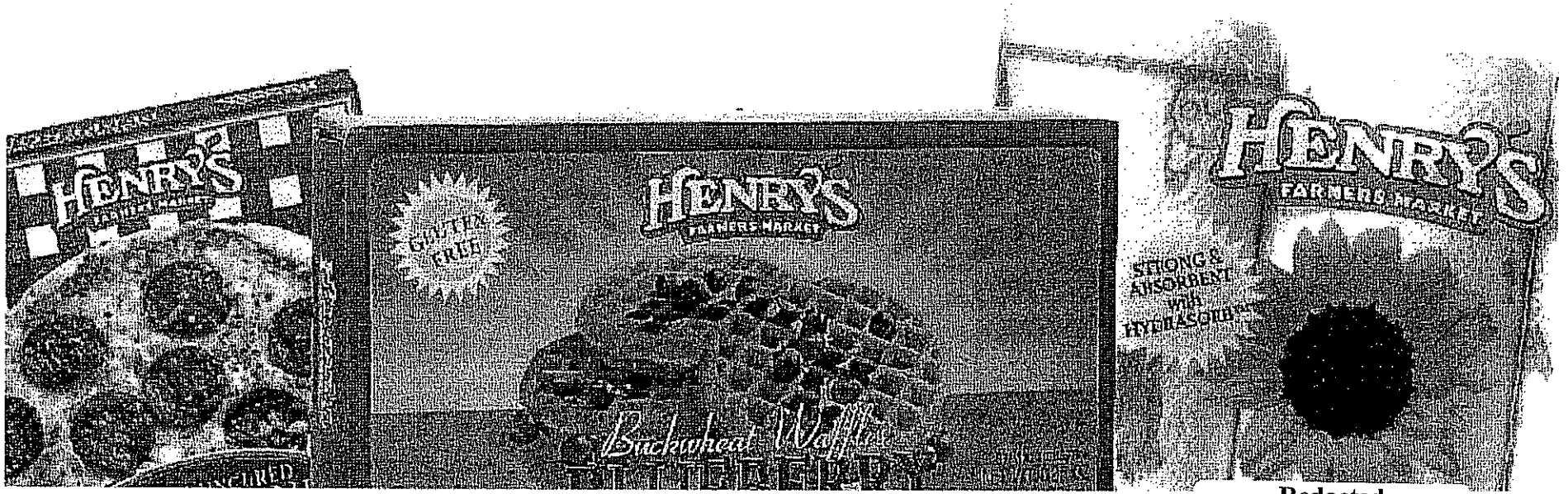
WO-VS-9-000171

PX01332-077

HIGHLY CONFIDENTIAL

Henry's Label: 2005 Plans

- Launch 200 new products
- Key new product launches include: [redacted]
- New products will be supported with POP Materials, targeted couponing, sampling and flyer activity



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HIGHLY CONFIDENTIAL

2005 New Store Openings

WILD OATS
NATURAL MARKETPLACE

Scottsdale, AZ - OPEN

Salt Lake Highland, UT - OPEN

Tualatin, OR

Tampa, FL

HENRY'S FARMERS MARKET

2 in Gilbert, AZ - OPEN

Temecula, CA

Carlsbad, CA

Rancho Cucamonga, CA

La Quinta, CA

WO-VS-9-000173

PX01332-079

HIGHLY CONFIDENTIAL

Maximizing the Potential of all Stores

Establish a different merchandising mix and advertising strategy for two groups of stores based on physical structures, competitive environment and market:

Destination

- Natural & organic and "foodie" superstore
- Best place for natural and organic foods
- Become known as having the best tasting food in town

Community

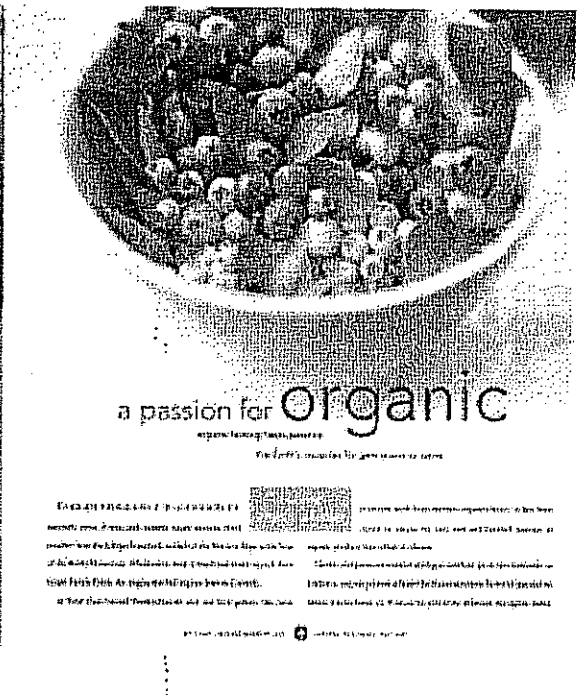
- Focus on natural and organic foods
- Serve the needs of the local neighborhood
- Compete on convenience and service

WO-VS-9-000174

PX01332-080

HIGHLY CONFIDENTIAL

Wild Oats Brand Magazine



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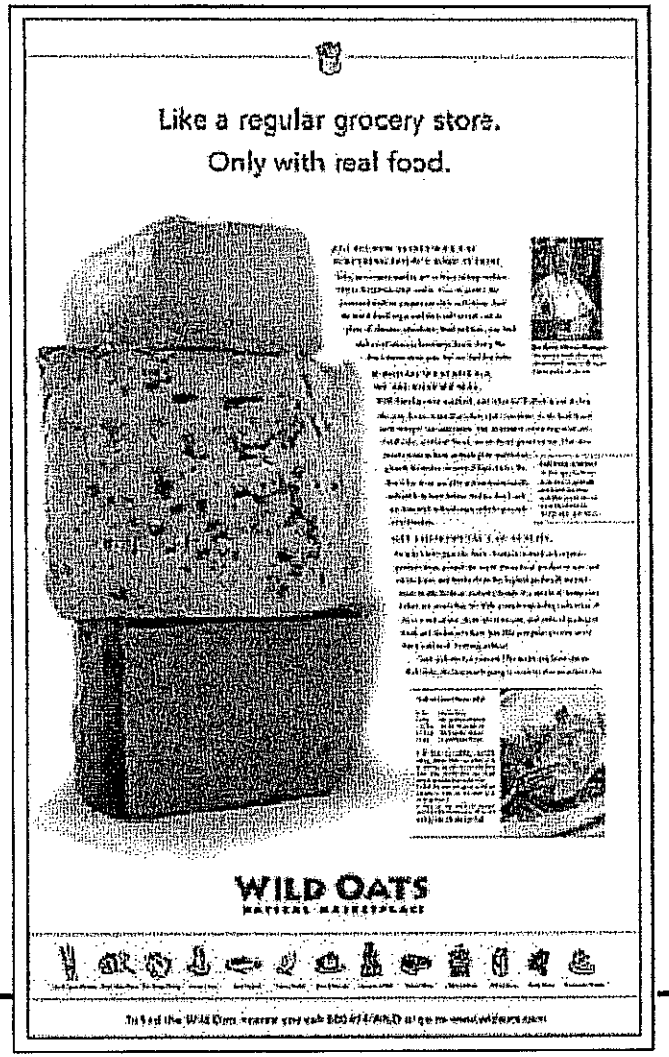
HIGHLY CONFIDENTIAL

Wild Oats Print Advertising



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