

**Evergreen Natural Markets**  
**Unpacking the Case**

1. What are Evergreen's company mission, vision, and values? What is "The Evergreen Way"?
2. What challenges does Evergreen face in integrating the new Arugula stores?
3. What is Evergreen's history and record of growth?
4. Who are Evergreen's target customers? What differentiates Evergreen from its competitors?
5. What are Evergreen's control systems and processes?
6. As part of the acquisition process, what audiences does Kathleen Norton need to communicate to and for what purposes?