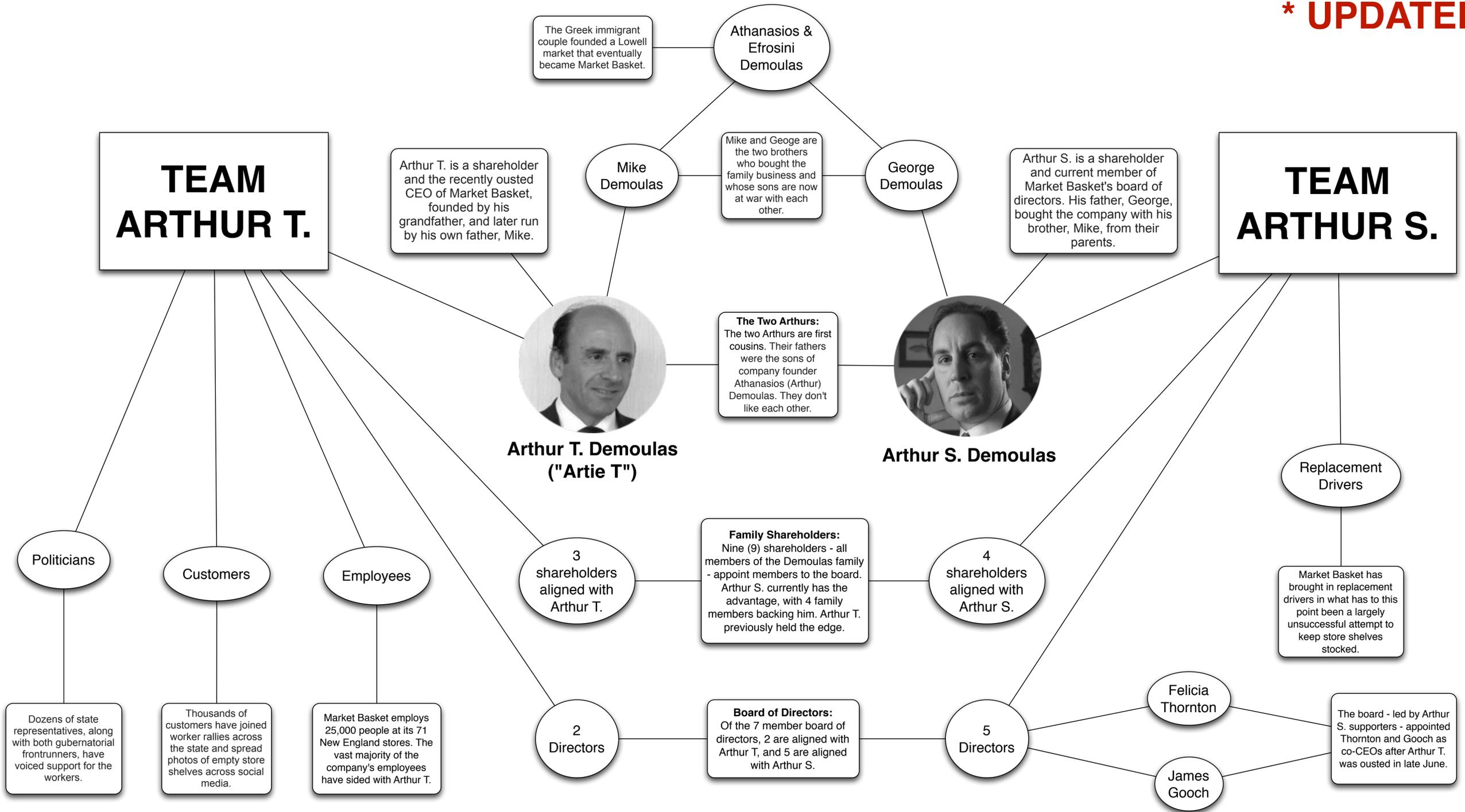


# TWO ARTHURS, ONE BASKET: The #MARKETBASKET Saga of 2014

**\* UPDATED \***



<b>1916:</b> Greek immigrants Arthur and Efrosini Demoulas open a market in Lowell selling fresh lamb.	<b>1954:</b> Arthur and Efrosini's sons, Mike and George, buy the business and soon expand.	<b>1971:</b> George Demoulas dies. Control of the company begins to shift to Mike's side of the family.	<b>1990s:</b> In a wild run through the legal system, the courts decide Mike's side had illegally taken control of the company. George's side is given a 51% share.	<b>2013:</b> After swaying family members to his side, Arthur S. begins efforts to fire Arthur T. as CEO. An employee rally of about 2,000 in July helps to stall that act.	<b>June 23, 2014:</b> Arthur T. is fired and replaced by the board with co-CEOs Felicia Thornton and James Gooch. Two other executives are also fired.	<b>June 24, 2014:</b> Seven long-time executives resign as hundreds of employees rally in protest of the board's actions.	<b>July 2014:</b> Employees demand Arthur T.'s immediate reinstatement.	<b>July 18, 2014:</b> Thousands of employees rally after the board does not give in to demands. A plan to stall deliveries to stores is put into action.	<b>July 20, 2014:</b> Several management-level employees are fired as stores' stocks begin to dwindle.	<b>July 21, 2014:</b> Thousands continue to rally. Organizers encourage customers to boycott. Arthur T. speaks out in favor of reinstating fired workers.	<b>July 24, 2014:</b> Arthur T. tells media outlets that he has made an offer to buy out rival family members for company control.
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