

FRESH BRANDS INC  
Form 8-K  
August 11, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

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Date of Report  
(Date of earliest  
event reported): August 10, 2004

FRESH BRANDS, INC

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(Exact name of registrant as specified in its charter)

Wisconsin

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(State or other  
jurisdiction of  
incorporation)

000-32825

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(Commission  
File Number)

39-2019963

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(IRS Employer  
Identification No.)

2215 Union Avenue, Sheboygan, Wisconsin 53081

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(Address of principal executive offices, including zip code)

(920)457-4433

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(Registrant's telephone number)

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Item 12. Results of Operation and Financial Condition.

On August 10, 2004, Fresh Brands issued a press release announcing its financial results for its most recently ended fiscal quarter. A copy of the Company's press release is being furnished as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FRESH BRANDS, INC.

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Date: August 10, 2004

By: /s/ John H. Dahly  
John H. Dahly, Chief Financial Officer