

FRESH BRANDS INC  
Form 8-K  
May 26, 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): May 26, 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 Operations and Financial Condition.

On May 26, 2004, Fresh Brands, Inc. (the Company) issued a press release announcing the Company's financial results for the reporting period ended April 24, 2004. A copy of the Company's press release issued on May 26, 2004 is being furnished as Exhibit 99 to this Current Report.

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.

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FRESH BRANDS, INC.

Date: May 26, 2004

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