

FRESH BRANDS INC
Form 8-K
November 04, 2003

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of

the Securities Exchange Act of 1934

Date of Report

(Date of earliest event reported): November 4, 2003

FRESH BRANDS, INC.

(Exact name of registrant as specified in its charter)

Wisconsin
(State or other
jurisdiction of incorporation)

000-32825
(Commission File
Number)

39-2019963
(IRS Employer
Identification No.)

2215 Union Avenue, Sheboygan, Wisconsin 53081
(Address of principal executive offices, including zip code)

(920) 457-4433
(Registrant's telephone number)

Item 12. Results of Operations and Financial Condition.

The following information is being furnished under Item 12 Results of Operations and Financial Condition of Form 8-K.

On November 4, 2003, Fresh Brands, Inc. (the Company) issued a press release announcing the Company's quarterly financial results for the reporting period ended October 4, 2003. A copy of the Company's press release is being furnished as Exhibit 99 to this Current Report.

SIGNATURES

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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.

Date: November 4, 2003

FRESH BRANDS, INC.

By: /s/ Elwood F. Winn

Elwood F. Winn, President, Chief Executive
Officer and Acting Chief Financial Officer