

FRESH BRANDS INC  
Form 8-K  
November 04, 2003

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): 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)

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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

## Edgar Filing: FRESH BRANDS INC - Form 8-K

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