

FRESH BRANDS INC  
Form 8-K  
March 01, 2005

Draft 2/25/05

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): February 25, 2005

FRESH BRANDS, INC.

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(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, including area code)

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Item 2.02.      Results of Operations and Financial Condition.

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On February 25, 2005, Fresh Brands, Inc. issued a press release announcing its financial results for its most recently ended fiscal quarter and year. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

Item 9.01.      Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits. The following exhibit is being furnished herewith:

(99.1) Press Release of Fresh Brands, Inc., dated February 25, 2005, regarding its financial results for its most recently ended fiscal quarter and year.

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.**

Date: February 25, 2005

By: */s/ John H. Dahly*

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John H. Dahly, Chief Financial Officer

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**FRESH BRANDS, INC.**  
**Exhibit Index to Current Report on Form 8-K**

Exhibit  
Number

(99.1) Press Release of Fresh Brands, Inc., dated February 25, 2005, regarding its financial results for its most recently ended fiscal quarter and year.