

FRESH BRANDS INC  
Form 8-K  
May 27, 2005

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, 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.

On May 26, 2005, Fresh Brands, Inc. issued a press release (the Press Release ) announcing its first quarter financial results for the reporting period ended April 23, 2005. A copy of the Press Release is being furnished as Exhibit 99.1 to this Current Report.

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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 May 26, 2005.

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**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: May 27, 2005

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

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**FRESH BRANDS, INC.**

**Exhibit Index to Current Report on Form 8-K  
Dated May 26, 2005**

Exhibit  
Number

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(99.1) Press Release of Fresh Brands, Inc., dated May 26, 2005.

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