

FORTUNE BRANDS INC  
Form 8-K  
May 24, 2004

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**UNITED STATES  
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

May 24, 2004

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Date of Report (Date of earliest  
event reported)

FORTUNE BRANDS, INC.

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(Exact name of registrant as  
specified in its charter)

Delaware

1-9076

13-3295276

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(State or other  
jurisdiction  
of incorporation)

(Commission  
File Number)

(IRS Employer  
Identification No.)

300 Tower Parkway,  
Lincolnshire, Illinois

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60069

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(Address of principal executive  
offices)

(Zip Code)

Registrant's telephone number, including area code (847) 484-4400

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**INFORMATION TO BE INCLUDED IN THE REPORT**

Item 7. Financial Statements and Exhibits.

Item 9. Regulation FD Disclosure.

**SIGNATURE**

**EXHIBIT INDEX**

**Investor Brochure of Registrant**

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INFORMATION TO BE INCLUDED IN THE REPORT

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

99. Investor Brochure dated May 20, 2004.

Item 9. Regulation FD Disclosure.

On May 21, 2004, the Registrant began distribution of the investor brochure attached as Exhibit 99 relating to the Registrant and its business.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this Current Report to be signed on its behalf by the undersigned thereunto duly authorized.

FORTUNE BRANDS, INC.

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(Registrant)

By /s/ C.P. Omtvedt

C.P. Omtvedt  
Senior Vice President and  
Chief Financial Officer

Date: May 24, 2004

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EXHIBIT INDEX

<b>Exhibit</b>	<b>Sequentially Numbered Page</b>
99. Investor brochure of Registrant dated May 20, 2004.	