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FRESH BRANDS INC
Form 8-K
May 16, 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): May 13, 2003

FRESH BRANDS, INC.

(Exact name of registrant as specified in its charter)

Wisconsin	000-32825	39-2019963
----- (State or other jurisdiction of incorporation)	----- (Commission File Number)	----- (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 9. Regulation FD Disclosure. (Information provided under 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. The information is being furnished under Item 9 of this Form 8-K in accordance with interim guidance issued by the Securities and Exchange Commission in Release No. 33-8216.

On May 13, 2003, Fresh Brands, Inc. (the "Company") issued a press release announcing the Company's quarterly financial results for the reporting period ended April 19, 2003. A copy of the Company's press release is being furnished

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as Exhibit 99 to this Current Report.

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 15, 2003

By: /s/ S. Patric Plumley

S. Patric Plumley, Senior Vice
President, Chief Financial Officer,
Treasurer and Secretary