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FRESH BRANDS INC  
Form 8-K  
October 25, 2002

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):           October 24, 2002

FRESH BRANDS, INC.

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(Exact name of registrant as specified in its charter)

Wisconsin	0-549	39-2019963
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(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

2215 Union Avenue, Sheboygan, Wisconsin 53081

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(Address of principal executive offices, including zip code)

(920) 457-4433  
(Registrant's telephone number)

Item 9. Regulation FD Disclosure.

On October 24, 2002, the Registrant issued a press release. A copy of such press release is filed as Exhibit 99.1 and is incorporated by reference herein.

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.

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Date: October 24, 2002

By: /s/ Elwood F. Winn

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Elwood F. Winn  
President, Chief Executive  
Officer and Chief Financial  
Officer