

FRESH BRANDS INC  
Form 8-K  
December 17, 2003

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):

December 17, 2003

FRESH BRANDS, INC.

(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)

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Item 9. Regulation FD Disclosure.

On December 17, 2003, Fresh Brands, Inc. (the "Company") issued a press release announcing the hiring of John H. Dahly as its Executive Vice President, Chief Financial Officer, Secretary and Treasurer, and Louis E. Stinebaugh as its Executive Vice President - Operations. A copy of the Company's press release is being furnished 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.

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FRESH BRANDS, INC.

Date: December 17, 2003

By: /s/ Michael R. Houser

Michael R. Houser

Vice Chairman of the Board, Executive

Vice President and Chief Marketing

Officer