

FRESH BRANDS INC  
Form 8-K  
August 19, 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): August 19, 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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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

## Edgar Filing: FRESH BRANDS INC - Form 8-K

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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### Item 2.02. Results of Operations and Financial Condition.

On August 19, 2005, Fresh Brands, Inc. issued a press release (the Press Release ) announcing its second quarter financial results for the reporting period ended July 16, 2005. A copy of the Press Release is being furnished as Exhibit 99.1 to this Current Report.

### 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 August 19, 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: August 19, 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 August 19, 2005**

Exhibit  
Number

(99.1) Press Release of Fresh Brands, Inc., dated August 19, 2005.