

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:

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- 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.