

Edgar Filing: FRESH BRANDS INC - Form 8-K

FRESH BRANDS INC  
Form 8-K  
September 12, 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): September 12, 2003

FRESH BRANDS, INC.

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(Exact name of registrant as specified in its charter)

|   |                                      |   |
|---|--------------------------------------|---|
| Wisconsin   | 000-32825                            | 39-2019963                                    |
| -----<br>(State or other<br>jurisdiction of<br>incorporation) | -----<br>(Commission File<br>Number) | -----<br>(IRS Employer<br>Identification No.) |

2215 Union Avenue, Sheboygan, Wisconsin 53081  
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(Address of principal executive offices, including zip code)

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

Item 9. Regulation FD Disclosure.  
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On September 12, 2003, Fresh Brands, Inc. (the "Company") issued a press release announcing the commencement of its search for a new Chief Financial Officer and the termination of its relationship with S. Patric Plumley, its former Chief Financial Officer. A copy of the Company's press release is being furnished as Exhibit 99 to this Current Report.

SIGNATURES  
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Pursuant to the requirements of the Securities Exchange Act of 1934, the

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Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FRESH BRANDS, INC.

Date: September 12, 2003

By: /s/ Elwood F. Winn

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Elwood F. Winn  
President and Chief Executive Officer