

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report
(Date of earliest
event reported): September 12, 2003

FRESH BRANDS, INC.

(Exact name of registrant as specified in its charter)

| | | |
|---|--------------------------------------|---|
| Wisconsin | 000-32825 | 39-2019963 |
| ----- (State or other jurisdiction of incorporation) | ----- (Commission File Number) | ----- (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)

Item 9. Regulation FD Disclosure.

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

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

Elwood F. Winn
President and Chief Executive Officer