

ROCHE MARK A
Form 4
February 02, 2007

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
ROCHE MARK A

(Last) (First) (Middle)

520 LAKE COOK ROAD

(Street)

DEERFIELD, IL 60015

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
FORTUNE BRANDS INC [FO]

3. Date of Earliest Transaction
(Month/Day/Year)
02/01/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

Sr. VP General Counsel & Secy

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, Par Value \$3.125	02/01/2007		M ⁽¹⁾		36,631	A	\$ 32.58
Common Stock, Par Value \$3.125	02/01/2007		S		11,600	D	\$ 83.75
Common Stock, Par Value \$3.125	02/01/2007		S		100	D	\$ 83.76

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Common Stock, Par Value \$3.125	02/01/2007	S	331	D	\$ 83.79	75,434	D
Common Stock, Par Value \$3.125	02/01/2007	S	100	D	\$ 83.8	75,334	D
Common Stock, Par Value \$3.125	02/01/2007	S	100	D	\$ 83.81	75,234	D
Common Stock, Par Value \$3.125	02/01/2007	S	100	D	\$ 83.82	75,134	D
Common Stock, Par Value \$3.125	02/01/2007	S	1,100	D	\$ 83.83	74,034	D
Common Stock, Par Value \$3.125	02/01/2007	S	1,700	D	\$ 83.85	72,334	D
Common Stock, Par Value \$3.125	02/01/2007	S	1,200	D	\$ 83.86	71,134	D
Common Stock, Par Value \$3.125	02/01/2007	S	200	D	\$ 83.87	70,934	D
Common Stock, Par Value \$3.125	02/01/2007	S	300	D	\$ 83.88	70,634	D
Common Stock, Par Value \$3.125	02/01/2007	S	300	D	\$ 83.89	70,334	D
Common Stock, Par Value \$3.125	02/01/2007	S	3,300	D	\$ 83.9	67,034	D
	02/01/2007	S	300	D		66,734	D

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Common Stock, Par Value \$3.125					\$ 83.91		
Common Stock, Par Value \$3.125	02/01/2007	S	1,100	D	\$ 83.92	65,634	D
Common Stock, Par Value \$3.125	02/01/2007	S	5,600	D	\$ 83.93	60,034	D
Common Stock, Par Value \$3.125	02/01/2007	S	300	D	\$ 83.94	59,734	D
Common Stock, Par Value \$3.125	02/01/2007	S	1,100	D	\$ 83.95	58,634	D
Common Stock, Par Value \$3.125	02/01/2007	S	200	D	\$ 83.96	58,434	D
Common Stock, Par Value \$3.125	02/01/2007	S	700	D	\$ 83.97	57,734	D
Common Stock, Par Value \$3.125	02/01/2007	S	4,000	D	\$ 83.98	53,734	D
Common Stock, Par Value \$3.125	02/01/2007	S	2,800	D	\$ 83.99	50,934	D
Common Stock, Par Value \$3.125	02/01/2007	S	100	D	\$ 84	50,834	D
Common Stock, Par Value \$3.125						5,666 ⁽²⁾	I

By Fortune
Brands
Retirement
Savings
Plan Trust

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V (A) (D)				
Options (Right to Buy)	\$ 32.58	02/01/2007		M ⁽¹⁾	36,631	11/15/2000 11/15/2009		Common Stock	36,631

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROCHE MARK A 520 LAKE COOK ROAD DEERFIELD, IL 60015			Sr. VP General Counsel & Secy	

Signatures

Angela M. Pla, Attorney-in-Fact for Mark A.
Roche

02/02/2007

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Reflects the exercise of options under the issuer's Long-Term Incentive Plans.
- (2) The number of shares reported as held by the Fortune Brands, Inc. Retirement Savings Plan Trust represents the undersigned's proportional beneficial interest in the common stock held in the Trust as of February 1, 2007.

Remarks:

On February 1, 2007, Mr. Roche exercised and subsequently sold 36,631 options granted to him under the issuer's Long-Term

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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