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FRESH BRANDS INC  
Form 8-K  
July 25, 2002

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): July 25, 2002

FRESH BRANDS, INC.

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(Exact name of registrant as specified in its charter)

|  |                             |                                      |
|--|-----------------------------|--------------------------------------|
| Wisconsin  | 0-549                       | 39-2019963                           |
| -----  | -----                       | -----                                |
| (State or other<br>jurisdiction of<br>incorporation) | (Commission File<br>Number) | (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  
(Registrant's telephone number)

Item 9. Regulation FD Disclosure.

On July 25, 2002, the Registrant issued a press release. A copy of such press release is filed as Exhibit 99.1 and is incorporated by reference herein.

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.

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Date: July 25, 2002

By: /s/ Armand C. Go

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Armand C. Go  
Chief Financial Officer, Vice  
President, Secretary and  
Treasurer