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FRESH BRANDS INC  
Form 8-K  
February 25, 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): February 25, 2003

FRESH BRANDS, INC.

-----  
(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  
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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 February 25, 2003, 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  
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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

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undersigned hereunto duly authorized.

FRESH BRANDS, INC.

Date: February 25, 2003

By: /s/ S. Patric Plumley

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S. Patric Plumley, Senior Vice President,  
Chief Financial Officer,  
Treasurer and Secretary