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MONDAVI ROBERT CORP
Form 8-K
September 15, 2004

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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 14, 2004

The Robert Mondavi Corporation
(Exact Name of Registrant
as Specified in Charter)

California
(State or Other Jurisdiction of
Incorporation)

33-61516
(Commission File Number)

94-2765451
(IRS Employer Identification No.)

841 Latour Court
Napa, California
(Address of Principal Executive Offices)

94558
(Zip Code)

Registrant's telephone number, including area code: (707) 226-1395

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12(b) under the Exchange Act (17 CFR 240.14a-12(b))
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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ITEM 8.01. Other Events.

On September 14, 2004, the Company issued a press release announcing its strategy to focus on the lifestyle wine segment. A copy of the press release is included as an exhibit to and incorporated by reference in this Current Report on Form 8-K.

ITEM 9.01. Financial Statements And Exhibits.

(c) Exhibits.

Exhibit No.	Description
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99.1	Press Release dated September 14, 2004

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.

The Robert Mondavi Corporation

Date: September 15, 2004

By: /s/ Henry J. Salvo, Jr.

Name: Henry J. Salvo, Jr.
Title: Executive Vice President,
Chief Financial Officer