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FORTUNE BRANDS INC
Form 8-K
July 23, 2004

UNITED STATES
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

July 23, 2004

Date of Report (Date of earliest event reported)

FORTUNE BRANDS, INC.

(Exact name of registrant as specified in its charter)

Delaware	1-9076	13-3295276
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(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

300 Tower Parkway, Lincolnshire, Illinois	60069
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(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code (847) 484-4400

INFORMATION TO BE INCLUDED IN THE REPORT

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

99. Press release of Registrant dated July 23, 2004, is
being furnished pursuant to Item 12.

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Item 9. Regulation FD Disclosure (Information Furnished in this Item 9 is
Furnished Pursuant to Item 12).

Registrant is furnishing its press release dated July 23, 2004,
which reports Registrant's second quarter 2004 results, pursuant to Item 12,
"Results of Operation and Financial Conditions" of Form 8-K. The press release
is included herewith as Exhibit 99 and is incorporated herein by reference.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of
1934, as amended, the Registrant has duly caused this Current Report to be
signed on its behalf by the undersigned thereunto duly authorized.

FORTUNE BRANDS, INC.

(Registrant)

By /s/ C. P. Omtvedt

C. P. Omtvedt
Senior Vice President and
Chief Financial Officer

Date: July 23, 2004

EXHIBIT INDEX

Exhibit -----	Sequentially Numbered Page -----
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