

FRESH BRANDS INC  
 Form 4  
 January 04, 2005

**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 \*  
**WINDING WALTER G**

(Last) (First) (Middle)

**W312 N6422 BEAVER LAKE ROAD**

(Street)

**HARTLAND, WI 53029**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**FRESH BRANDS INC [FRSH]**

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**01/01/2005**

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)

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock					7,087	D	
Common Stock					3,346	I	Joint with wife

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

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SEC 1474 (9-02)

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**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)	8. Amount or Number of Shares
Option (right to buy) <sup>(1)</sup>	\$ 7.75	01/01/2005		A	5,000	01/01/2005 01/01/2015	Common Stock	5,000
Option (right to buy) <sup>(2)</sup>	\$ 10.81					<sup>(3)</sup> 12/14/2010	Common Stock	25,000
Option (right to buy) <sup>(1)</sup>	\$ 14.25					06/04/2001 06/04/2011	Common Stock	5,000
Option (right to buy) <sup>(1)</sup>	\$ 18.85					12/29/2001 12/29/2011	Common Stock	5,000
Option (right to buy) <sup>(1)</sup>	\$ 15.03					12/28/2002 12/28/2012	Common Stock	5,000
Option (right to buy) <sup>(1)</sup>	\$ 11					01/03/2004 01/03/2014	Common Stock	5,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WINDING WALTER G W312 N6422 BEAVER LAKE ROAD HARTLAND, WI 53029	X			

## Signatures

By: Ralph J. Gundrum,  
Attorney-In-Fact

01/04/2005

\_\_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) Options granted pursuant to the 2001 Nonemployee Director Nonqualified Stock Option Plan.

(2) Options granted pursuant to the 1995 Equity Incentive Plan.

(3) Exercisable at a cumulative percentage of 33.3% per year beginning on the first anniversary after date of grant.

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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