

FORTUNE BRANDS INC
Form 8-K
February 03, 2005

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

February 3, 2005

Date of Report (Date of earliest event reported)

FORTUNE BRANDS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction

of incorporation)

1-9076
(Commission

File Number)

13-3295276
(IRS Employer

Identification No.)

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

60069
(Zip Code)

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

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(Former name or former address, if changed since last report.)

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:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - .. 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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INFORMATION TO BE INCLUDED IN THE REPORT

Section 7 Regulation FD

Item 7.01. Regulation FD Disclosure.

On February 3, 2005, the Registrant began distribution of the investor brochure attached as Exhibit 99 relating to the Registrant and its business, which is incorporated herein by reference. Pursuant to General Instruction B.2., the information set forth in Item 7.01 shall not be deemed filed for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section.

Section 9 Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits.

99. Investor Brochure dated February 1, 2005, furnished herewith.

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.

By /s/ Mark A. Roche
Mark A. Roche
Senior Vice President, General Counsel and
Secretary

Date: February 3, 2005

EXHIBIT INDEX

| <u>Exhibit</u> | Sequentially | <u>Numbered Page</u> |
|----------------|---|----------------------|
| 99. | Investor brochure of Registrant dated February 3, 2005, which is being furnished pursuant to Item 7.01. | |