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FORTUNE BRANDS INC  
Form 8-K  
March 18, 2004

[Conformed copy]

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

March 18, 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

-----  
(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(IRS Employer  
Identification No.)

300 Tower Parkway, Lincolnshire, Illinois 60069

-----  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (847) 484-4400  
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INFORMATION TO BE INCLUDED IN THE REPORT

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Item 7. Financial Statements and Exhibits.  
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(c) Exhibits.  
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99. Press release of Registrant dated March 18, 2004.

Item 9. Regulation FD Disclosure.  
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Registrant is furnishing its press release dated March 18, 2004.  
The press release is included herewith as Exhibit 99 and is incorporated herein  
by reference.

SIGNATURE  
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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.  
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(Registrant)

By /s/ C. P. Omtvedt  
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C. P. Omtvedt  
Senior Vice President and  
Chief Financial Officer

Date: March 18, 2004

EXHIBIT INDEX

Exhibit -----	Sequentially Numbered Page -----
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99.	Press release of Registrant dated March 18, 2004.
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