

FORTUNE BRANDS INC

Form 8-K

May 24, 2004

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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

May 24, 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

Item 7. Financial Statements and Exhibits.

Item 9. Regulation FD Disclosure.

SIGNATURE

EXHIBIT INDEX

Investor Brochure of Registrant

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INFORMATION TO BE INCLUDED IN THE REPORT

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

99. Investor Brochure dated May 20, 2004.

Item 9. Regulation FD Disclosure.

On May 21, 2004, the Registrant began distribution of the investor brochure attached as Exhibit 99 relating to the Registrant and its business.

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: May 24, 2004

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EXHIBIT INDEX

Exhibit	Sequentially Numbered Page
99. Investor brochure of Registrant dated May 20, 2004.	