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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

INFORMATION TO BE INCLUDED IN THE REPORT

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Item 7. Financial Statements and Exhibits.

(c) Exhibits.

99. Press release of Registrant dated March 18, 2004.

Item 9. Regulation FD Disclosure.

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

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: March 18, 2004

EXHIBIT INDEX

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99.	Press release of Registrant dated March 18, 2004.
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