

FLOWERS FOODS INC
Form 8-K
August 19, 2004

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

Date of report (Date of earliest event reported): August 19, 2004

FLOWERS FOODS, INC.

(Exact name of registrant as specified in its charter)

Georgia

1-16247

58-2582379

(State or other
jurisdiction
of incorporation)

(Commission
File Number)

(IRS Employer
Identification No.)

1919 Flowers Circle, Thomasville, GA

31757

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: (229) 226-9110

ITEM 7. Financial Statements and Exhibits.

c. Exhibits.

The following exhibit is furnished as part of this Report:

| EXHIBIT NUMBER | EXHIBIT |
|-----------------------|--|
| 99.1 | Press release of Flowers Foods, Inc. dated August 19, 2004 |

ITEM 9. Regulation FD Disclosure.

On August 19, 2004, Flowers Foods, Inc. issued a press release announcing its financial condition and results of operations as of and for the second quarter ended July 17, 2004. A copy of the press release is furnished with this Report as Exhibit 99.1 and is incorporated herein by reference.

This information, furnished under this Item 9. Regulation FD Disclosure, is intended to be furnished under Item 12. Disclosure of Results of Operations and Financial Condition of Form 8-K. Consequently the information is not deemed filed for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act) or otherwise subject to the liabilities of that section. Furthermore, the information in this Report, including the exhibits, may only be incorporated by reference into the filings of the registrant under the Securities Act of 1933, as amended, or the Exchange Act if such subsequent filings specifically reference this Form 8-K.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FLOWERS FOODS, INC.

/s/ Jimmy M. Woodward

Date: August 19, 2004

By: Name: Jimmy M. Woodward
Title: Sr. Vice-President, Chief
Financial Officer and
Chief Accounting Officer

EXHIBIT INDEX

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EXHIBIT

99.1

Press release of Flowers Foods, Inc. dated August 19, 2004