

Edgar Filing: BRAVO FOODS INTERNATIONAL CORP - Form 8-K

BRAVO FOODS INTERNATIONAL CORP
Form 8-K
April 20, 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): April 19, 2004

BRAVO! FOODS INTERNATIONAL CORP.
(Exact name of registrant as specified in its amended charter)

| | | |
|---|-----------------------------|---|
| Delaware | 0-20549 | 62-1681831 |
| ----- | ----- | ----- |
| (State or other jurisdiction of incorporation or organization) | (Commission File Number) | (I.R.S. Employer Identification No.) |

11300 US Highway 1, Suite 202
North Palm Beach, Florida 33408 USA
(Address of principal executive offices)

(561) 625-1411
Registrant's telephone number

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

Item 9. Regulation FD Disclosure

Contemporaneous with the filing of this Form 8-K, the Company is releasing to its product brokers and distributors, and posting on its web site at www.bravobrand.com, a Marketing Update Sheet, which discusses the Company's new products and describes the strategic marketing position plans of the Company for these products for 2004. The Company's product brokers and distributors may distribute this Marketing Update sheet to the Company's existing wholesale customers and to other potential customers.

A copy of the text of the Marketing Update Sheet is attached to this Form 8-K as an exhibit.

Exhibits

*99.1 Text of Marketing Update Sheet

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.

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Bravo! Foods International Corp.

Date: April 19, 2004

By: /s/ Roy G. Warren

Roy G. Warren,
Chief Executive Officer