

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)
March 31, 2004

UNIFIRST CORPORATION

(Exact Name of Registrant as Specified in Charter)

Massachusetts	1-8504	04-2103460
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(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)

68 Jonspin Road, Wilmington, Massachusetts 01887

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (978) 658-8888

Item 7. Financial Statements and Exhibits.

(c) Exhibits

EXHIBIT NO. -----	DESCRIPTION -----
99.1	Press release dated March 31, 2004

Item 12. Results of Operations and Financial Condition.

Such information, including the exhibits attached hereto, shall not be deemed filed for any purpose, including for purposes of, Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 on the Exchange Act, regardless of any general incorporation language in such filing.

On March 31, 2004, UniFirst Corporation issued a press release ("Press Release") announcing financial results for the quarter ended February 28, 2004. A copy of the Press Release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

SIGNATURES

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

UNIFIRST CORPORATION

Date: March 31, 2004

By: /s/ Ronald D. Croatti

Name: Ronald D. Croatti
Title: Chairman of the Board, Chief
Executive Officer and President

By: /s/ John B. Bartlett

Name: John B. Bartlett
Title: Senior Vice President and Chief
Financial Officer

EXHIBIT INDEX

Exhibit No. -----	Description -----
99.1	Press release of the Company dated March 31, 2004

(UNIFIRST CORPORATION LOGO)

UNIFIRST CORPORATION
68 Jonspin Road
Wilmington, MA 01887-1086
Telephone 978-658-8888 Ext 520
Facsimile 978-988-0659

NEWS RELEASE

contact: John B. Bartlett
Senior Vice President
jbartlett@unifirst.com

UNIFIRST ANNOUNCES RECORD FINANCIAL RESULTS
FOR SECOND QUARTER AND FIRST HALF OF FISCAL 2004

Wilmington, MA (March 31, 2004) -- UniFirst Corporation (NYSE: UNF) today announced record revenues and earnings for the second quarter and first half of fiscal 2004, which ended February 28, 2004.

Revenues for the second quarter of fiscal 2004 were \$177.4 million, a 21.2 percent increase from \$146.4 million in the same period a year ago. Acquisitions, primarily Textilease, accounted for 14.4 percent of the revenue growth for the quarter. Second quarter net income was a record \$6.6 million, or \$0.34 per basic share, a 74.7 percent increase from last year's \$3.8 million, or \$0.20 per basic share.

For the first half of fiscal 2004 revenues were a record \$358.3 million, a 21.2 percent increase from \$295.6 million for the first half of fiscal 2003. Acquisitions, again primarily Textilease, accounted for 15.3 percent of this revenue growth. Income before cumulative effect of accounting change was \$16.1 million, or \$0.84 per basic share, a 29.6 percent increase from last year's \$12.4 million, or \$0.65 per basic share. In the first quarter of fiscal 2003 the company recorded an expense of \$2.2 million, net of tax, as a result of implementing SFAS 143 regarding long lived assets. Net income increased 58.0 percent, from \$10.2 million, or \$0.53 per basic share in fiscal 2003 to a record \$16.1 million or \$0.84 per basic share in fiscal 2004.

"We're delighted with these record financial results," said Ronald D. Croatti, UniFirst's President and Chief Executive Officer. "The integration of Textilease is going well and according to plan. We're pleased to be able to show this revenue growth in a period where acquiring new rental customers has been a bit of a struggle. Buyer confidence has been impacted by economic conditions and lingering uncertainty about the recovery has had an effect on our new sales. Improved earnings were due primarily to better performance in our core laundry operations. We're optimistic that fiscal 2004 will be a very good year."

The Company will hold a conference call today at 4:00 PM (EST) to discuss its quarterly financial results, business highlights and outlook. A simultaneous live webcast of the call will be available over the Internet,

and replays of the webcast will be available until April 22, 2004. The webcast can be accessed at www.unifirst.com.

UniFirst is one of the largest providers of workplace uniforms and protective clothing in North America. The Company employs over 9,000 team partners who serve more than 175,000 customer locations in 46 states, Canada and Europe from 170 manufacturing, distribution and customer service facilities.

The Private Securities Litigation Reform Act of 1995 provides a safe harbor for certain forward-looking statements. This public announcement may contain forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These forward-looking statements are subject to certain risks and uncertainties. The words "anticipate" and "should," and other expressions that indicate future events and trends identify forward-looking statements. Actual future results may differ materially from those anticipated depending on a variety of factors, including, but not limited to, performance of acquisitions; economic and business changes; fluctuations in the cost of materials, fuel and labor; economic and other developments associated with the on-going war on terrorism; strikes and unemployment levels; demand and price for the Company's products and services; improvement in under performing rental operations; and the outcome of pending and future litigation and environmental matters.

[Tables follow]

UNIFIRST CORPORATION AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF INCOME
(unaudited)

(In thousands, except per share data)	Twenty-six weeks ended February 28, 2004	Twenty-six weeks ended March 1, 2003	Thirteen weeks ended February 28, 2004	Thirteen weeks ended March 1, 2003
Revenues	\$ 358,305	\$ 295,604	\$ 177,407	\$ 146,425
Costs and expenses:				
Operating costs	230,801	191,141	115,713	98,451
Selling and administrative expenses	73,861	63,550	37,034	31,651
Depreciation and amortization	22,727	19,688	11,699	9,804
	327,389	274,379	164,446	139,906
Income from operations	30,916	21,225	12,961	6,519
Other expense (income):				
Interest expense	6,244	2,192	3,002	1,098
Interest income	(631)	(833)	(339)	(565)
Interest rate swap income	(900)	(360)	(420)	(151)
	4,713	999	2,243	382
Income before income taxes	26,203	20,226	10,718	6,137
Provision for income taxes	10,088	7,787	4,126	2,363
Income before cumulative effect of accounting change	16,115	12,439	6,592	3,774
Cumulative effect of accounting change (net of income tax benefit of \$1,404 in fiscal 2003)	--	2,242	--	--
Net income	\$ 16,115	\$ 10,197	\$ 6,592	\$ 3,774
Weighted average number of shares outstanding:				
basic	19,187	19,193	19,190	19,168
diluted	19,249	19,240	19,253	19,208
Income per share -- basic:				
Before cumulative effect of accounting change	\$ 0.84	\$ 0.65	\$ 0.34	\$ 0.20
Cumulative effect of accounting change	--	(0.12)	--	--
Net income	\$ 0.84	\$ 0.53	\$ 0.34	\$ 0.20
Income per share -- diluted:				
Before cumulative effect of accounting change	\$ 0.84	\$ 0.65	\$ 0.34	\$ 0.20
Cumulative effect of accounting change	--	(0.12)	--	--
Net income	\$ 0.84	\$ 0.53	\$ 0.34	\$ 0.20

UNIFIRST CORPORATION AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS
(unaudited)

(In thousands)	February 28, 2004	August 30, 2003 (a)	March 1, 2003
Assets			
Current assets:			
Cash	\$ 12,684	\$ 6,053	\$ 5,350
Receivables	72,912	57,941	60,694
Inventories	32,764	25,355	25,208
Rental merchandise in service	63,596	60,490	56,870
Deferred tax assets	1,734	5,591	5,641
Prepaid expenses	1,385	407	307

Total current assets	185,075	155,837	154,070

Property and equipment:			
Land, buildings and leasehold improvements	236,415	221,487	214,889
Machinery and equipment	258,650	238,820	237,516
Motor vehicles	68,423	66,081	65,076

	563,488	526,388	517,481
Less - accumulated depreciation	269,476	251,806	246,433

	294,012	274,582	271,048

Other assets	244,155	84,168	84,739

	\$ 723,242	\$ 514,587	\$ 509,857
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Liabilities and Shareholders' Equity			
Current liabilities:			
Current maturities of long-term obligations	\$ 1,442	\$ 2,493	\$ 3,049
Notes payable	--	104	1,350
Accounts payable	30,859	30,678	34,364
Accrued liabilities	72,801	53,670	56,370
Accrued income taxes	448	--	--

Total current liabilities	105,550	86,945	95,133

Long-term obligations, net of current maturities	232,404	67,319	73,932
Deferred income taxes	33,855	24,943	23,243

Shareholders' equity:			
Common stock	1,063	1,060	1,055
Class B common stock	1,016	1,018	1,021
Treasury stock	(26,005)	(26,005)	(26,005)
Capital surplus	12,926	12,693	12,546
Retained earnings	362,871	348,043	332,505
Accumulated other comprehensive loss	(438)	(1,429)	(3,573)

Total shareholders' equity	351,433	335,380	317,549

	\$ 723,242	\$ 514,587	\$ 509,857
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(a) Condensed from audited financial statements