

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934  
(Amendment No. \_\_)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement  
 **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**  
 Definitive Proxy Statement  
 Definitive Additional Materials  
 Soliciting Material under §240.14a-12



**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC.**  
(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required  
 Fee paid previously with preliminary materials.  
 Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11
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## RECORD ATTENDANCE EXPECTED AT NATIONAL FRANCHISEE CONVENTION

### ROCKY MOUNTAIN CHOCOLATE FACTORY'S BIENNIAL CONVENTION KICKS OFF IN SEPTEMBER

DURANGO, CO / NEWSFILE / August 5, 2022 / Rocky Mountain Chocolate Factory, Inc. (NASDAQ:RMCF) (the "Company" or "RMCF"), an international franchiser and manufacturer of gourmet chocolates and other confectionary products, today announced it expects a record number of franchise owners and managers to attend its Biennial National Franchise Convention in Indio, CA in September.

The three-day event themed "Connect. Collaborate. Celebrate." is a tremendous opportunity for our franchisees to share their individual success strategies with others, and to generate new ideas that all fellow franchisees can capitalize on. Additionally, educational seminars will empower franchisees to leverage the Company's brand value proposition and vision for the future.

"I've observed a notable increase in enthusiasm among both current and prospective owners since joining the Company earlier this year," says CEO Rob Sarlls, who has spent the better part of his time since May getting to know the Company's franchisees, their stores, and their suggestions. "Being recognized as the #1 Chocolate and Candy Store retailer in *Newsweek* Magazine's 'America's Best Retailers for 2022' has instilled a new sense of pride throughout our entire organization. More importantly, it demonstrates our franchisees' and their employees' relentless passion for service, flexibility, and a quality experience for those that visit their stores."

These are the passions that drove franchise owners Stephanie and Nick Tripp, who purchased their Rocky Mountain Chocolate Factory store in Branson, MO in April 2021, to relocate earlier this year to a new prime location in the heart of the Branson Landing town square not far from the spectacularly popular Fountains attraction.

For the Tripp's it's all in the family. Stephanie and Nick first became interested in Rocky Mountain Chocolate Factory through Nick's mother, Kelley Tripp. She has managed the Rocky Mountain Chocolate Factory store in St. Joseph, MO where Missouri Western State University is located. She was also on hand in Branson to help set up the new location and train employees during the relocation. "We are a family of entrepreneurs, particularly in franchise businesses," says Stephanie Trip. "The Rocky Mountain brand speaks to ensuring that each visitor to our store registers a positive experience, whether or not they buy anything that day."

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“Customers have options,” echoed Nick Tripp, “but the variety, customization and quality of our products are helping drive a strong repeat business. I think of it as ‘They smell us, they see us, and then they want us.’ They know they won’t be disappointed. That is what the Rocky Mountain Chocolate Factory business model is all about.”

Earlier this year, Stephanie was named 2022 Emerging Entrepreneur of the Year by the Center for Entrepreneurship in the Craig School of Business at Missouri Western State University. This award honors an entrepreneur who has been in business for five years or less for their professional achievements and civic contributions to their local community. Stephanie first became a franchisee of Auntie Anne’s in St. Joseph, MO in 2016 through the Craig School of Business Applied Entrepreneurship Program of which Rocky Mountain Chocolate Factory was a founding partner.



**About Rocky Mountain Chocolate Factory, Inc.**

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate, confection and self-serve frozen yogurt stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company, its subsidiaries and its franchisees and licensees operate more than 325 Rocky Mountain Chocolate Factory and self-serve frozen yogurt stores across the United States, South Korea, Qatar, the Republic of Panama, and The Republic of the Philippines. The Company's common stock is listed on the Nasdaq Global Market under the symbol "RMCF."

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### **Important Additional Information and Where to Find It**

In connection with the 2022 Annual Meeting of Stockholders, RMCF has filed its definitive proxy statement on Schedule 14A, an accompanying WHITE proxy card with the Securities and Exchange Commission (the "SEC") on July 5, 2022, as supplemented by the Supplement to Proxy Statement filed with the SEC on July 7, 2022 (collectively, the "Proxy Statement") in connection with the solicitation of proxies from stockholders for the 2022 Annual Meeting. RMCF STOCKHOLDERS ARE STRONGLY ENCOURAGED TO READ THE PROXY STATEMENT (INCLUDING ANY AMENDMENTS OR SUPPLEMENTS THERETO) AND ALL OTHER DOCUMENTS FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. This communication is not a substitute for the Proxy Statement or any other document that may be filed by RMCF with the SEC. Investors and stockholders may obtain a copy of the Proxy Statement, an accompanying WHITE proxy card, any amendments or supplements to the Proxy Statement and other documents filed by RMCF with the SEC at no charge at the SEC's website at [www.sec.gov](http://www.sec.gov). Copies will also be available at no charge in the "SEC Filings" section of the of RMCF's Investor Relations website at [www.rmcf.com/Investor-Relations.aspx](http://www.rmcf.com/Investor-Relations.aspx) or by contacting RMCF's Investor Relations department at (970) 259-0554, as soon as reasonably practicable after such materials are electronically filed with, or furnished to, the SEC. In addition, the documents may be obtained free of charge by directing a request by mail to: Rocky Mountain Chocolate Factory, Inc., 265 Turner Drive, Durango, Colorado 81303, Attn: Secretary.

### **Certain Information Regarding Participants in the Solicitation**

RMCF, its directors and certain of its executive officers are participants in the solicitation of proxies from RMCF stockholders in connection with matters to be considered at the Annual Meeting. Information regarding the direct and indirect interests, by security holdings or otherwise in RMCF, of RMCF's directors and executive officers, is included in RMCF's Annual Report on Form 10-K for the fiscal year ended February 28, 2022, filed with the SEC on May 27, 2022, as amended by Amendment No. 1 on Form 10-K/A filed with the SEC on June 28, 2022 (the "Annual Report"), and in the Proxy Statement. Changes to the direct or indirect interests of RMCF's directors and executive officers are set forth in SEC filings on Initial Statements of Beneficial Ownership on Form 3, Statements of Change in Ownership on Form 4 and Annual Statements of Changes in Beneficial Ownership on Form 5. These documents are available free of charge as described above.

### **Forward-Looking Statements**

This communication includes statements of RMCF's expectations, intentions, plans and beliefs that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are intended to come within the safe harbor protection provided by those sections. These forward-looking statements involve various risks and uncertainties. The statements, other than statements of historical fact, included in this communication are forward-looking statements. Many of the forward-looking statements contained in this presentation may be identified by the use of forward-looking words such as "will," "intend," "believe," "expect," "anticipate," "should," "plan," "estimate," "potential," "prospects," "build" or similar expressions. For a detailed discussion of the risks and uncertainties that may cause RMCF's actual results to differ from the forward-looking statements, please see the section entitled "Risk Factors" contained in Item 1A. of the Annual Report. These forward-looking statements apply only as of the date hereof. As such they should not be unduly relied upon for more current circumstances. Except as required by law, RMCF undertakes no obligation to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this presentation or those that might reflect the occurrence of unanticipated events.