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

FORM 10-Q

(Mark	One)			
\boxtimes	QUARTERLY REPORT PU	URSUANT TO SECTION	ON 13 OR 15(d) OF THE SECURITIES E	EXCHANGE ACT OF 1934
			For the quarterly period ended May 31,	, 2021
	TRANSITION REPORT PU	URSUANT TO SECTION	ON 13 OR 15(d) OF THE SECURITIES E	EXCHANGE ACT OF 1934
		1	For the transition period fromto	
			Commission file number: 001-3686	65
			(HOCOLATE FACTORY	Į.
			Rocky Mountain Chocolate Factory. (Exact name of registrant as specified in it	
		Delaware or other jurisdiction of ration or organization)		47-1535633 (I.R.S. Employer Identification No.)
		(Add	265 Turner Drive, Durango, CO 81 dress of principal executive offices, includ	
			(970) 259-0554	
Securi	ties registered pursuant to Sect	·	Registrant's telephone number, including a	area code)
Securi	ties registered pursuant to Sect Title of e	ion 12(b) of the Act:	Registrant's telephone number, including a	Name of each exchange on which registered
Securi	Title of ea	ion 12(b) of the Act: ach class 11 par value per share	Trading symbol RMCF	Name of each exchange on which registered Nasdaq Global Market
Securi	<u>Title of ea</u>	ion 12(b) of the Act: ach class 11 par value per share	Trading symbol	Name of each exchange on which registered
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On June 25, 2021, the registrant had outstanding 6,124,288 shares of its common stock, \$0.001 par value.

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PART I. FINANCIAL INFORMATION

Item 1. Financial Statements

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF OPERATIONS (unaudited)

		Three Months 2021	Ended	May 31, 2020
Revenues				
Sales	\$	5,830,198	\$	2,322,211
Franchise and royalty fees		1,763,513		380,226
Total Revenue		7,593,711		2,702,437
Costs and Expenses				
Cost of sales		4,546,597		2,883,216
Franchise costs		551,650		421,245
Sales and marketing		412,657		474,090
General and administrative		844,821		3,179,475
Retail operating		444,067		319,211
Depreciation and amortization, exclusive of depreciation and amortization expense of \$151,899, \$157,510,				
respectively, included in cost of sales		148,015		185,605
Costs associated with Company-owned store closures		-		68,558
Total costs and expenses		6,947,807		7,531,400
Income (Loss) from Operations		645,904		(4,828,963)
Other Income (Expense)				
Interest Expense				(23,562)
Interest Income		4,571		5,800
Gain on insurance recovery		167,123		- (4 = = 60)
Other income (expense), net		171,694		(17,762)
		015 500		(4.0.46.505)
Income (Loss) Before Income Taxes		817,598		(4,846,725)
		225 522		(1.150.220)
Income Tax Provision (Benefit)		237,793		(1,179,328)
Constituted Not Income (Loss)	e	570.005	e.	(2.667.207)
Consolidated Net Income (Loss)	\$	579,805	\$	(3,667,397)
Pasia Fauringa (I aga) nau Camman Shara	\$	0.09	e e	(0.61)
Basic Earnings (Loss) per Common Share Diluted Earnings (Loss) per Common Share	\$	0.09	\$ \$	(0.61)
Diluted Earlings (Loss) per Common Snare	\$	0.09	Ф	(0.61)
Weighted Average Common Shares				
Outstanding - Basic		6,118,433		6,058,851
Dilutive Effect of Employee		0,118,433		0,038,831
Stock Awards		171,277		
Weighted Average Common Shares		1/1,2//		-
Outstanding - Diluted		6,289,710		6,058,851
Outstanding - Druteu		0,209,/10		0,030,031
The accompanying notes are an integral part of these consolidated financia	al etatemen	te		
The accompanying notes are an integral part of these consolidated financia	ai statemen	10.		
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ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. AND SUBSIDIARIES CONSOLIDATED BALANCE SHEETS

Assets		May 31, 2021 (unaudited)		February 28, 2021
Current Assets				
Cash and cash equivalents	\$	5,789,625	\$	5,633,279
Accounts receivable, less allowance for doubtful accounts of \$1,401,294 and \$1,341,853, respectively		2,122,378		2,007,502
Notes receivable, current portion, less current portion of the valuation allowance of \$32,586 and \$32,571,				
respectively		76,137		84,819
Refundable income taxes		518,553		774,527
Inventories		4,399,030		4,062,885
Other		361,722		213,811
Total current assets		13,267,445		12,776,823
Property and Equipment, Net		5,593,453		5,152,015
Other Assets				
Notes receivable, less current portion and valuation allowance of \$79,701 and \$79,716, respectively		29,573		42,525
Goodwill, net		729,701		729,701
Franchise rights, net		2,409,341		2,519,764
Intangible assets, net		385.030		395.946
Deferred income taxes		1,121,688		1,144,764
Lease right of use asset		2,214,248		1,925,591
Other		52,148		264,023
Total other assets		6,941,729		7,022,314
Toma only hoose		0,5 .1,725		,,022,011
Total Assets	\$	25,802,627	\$	24,951,152
Liabilities and Stockholders' Equity				
Current Liabilities				
Accounts payable	\$	1,152,572	\$	1,297,211
Accrued salaries and wages		653,697		735,241
Gift card liabilities		553,373		617,438
Other accrued expenses		388,416		253,345
Contract liabilities		195,442		194,737
Lease liability		673,899		682,348
Total current liabilities		3,617,399		3,780,320
		4.556.000		
Lease Liability, Less Current Portion		1,576,839		1,278,354
Contract Liabilities, Less Current Portion		914,858		924,909
Commitments and Contingencies				
Stockholders' Equity				
Preferred stock, \$.001 par value per share; 250,000 authorized; -0- shares issued and outstanding		_		_
Series A Junior Participating Preferred Stock, 50,000 authorized; -0- shares issued and outstanding		_		_
Undesignated series, 200,000 shares authorized; -0- shares issued and outstanding		_		
Common stock, \$.001 par value, 46,000,000 shares authorized, 6,118,995 shares and 6,074,293 shares issued and				
outstanding, respectively		6,119		6,074
Additional paid-in capital		8,117,824		7,971,712
Retained earnings		11,569,588		10,989,783
		11,505,500		10,707,705
Total stockholders' equity		19,693,531		18,967,569
Total Liabilities and Stackholdars! Fauity	\$	25,802,627	\$	24.951.152
Total Liabilities and Stockholders' Equity	Ф	23,802,827	Ф	24,931,132

The accompanying notes are an integral part of these consolidated financial statements.

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF CASH FLOWS (unaudited)

Three Months Ended May 31,

		May 31	
		2021	2020
Cash Flows From Operating Activities			
Net income (loss)	\$	579,805 \$	(3,667,397)
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization		299,914	343,115
Provision for obsolete inventory		33,285	18,285
Provision for loss on accounts and notes receivable		-	1,468,815
Asset impairment and store closure losses		-	544,060
Loss (gain) on sale or disposal of property and equipment		(164,286)	4,956
Expense recorded for stock compensation		146,157	143,718
Deferred income taxes		23,076	(1,179,329)
Changes in operating assets and liabilities:			
Accounts receivable		(114,876)	476,533
Refundable income taxes		255,974	340
Inventories		(386,868)	(452,217)
Contract Liabilities		(6,213)	(27,515)
Other current assets		(147,911)	12,393
Accounts payable		(123,087)	680,748
Accrued liabilities		(9,159)	35,453
Net cash (used in) provided by operating activities		385,811	(1,598,042)
Cash Flows from Investing Activities			
Proceeds received on notes receivable		21,634	17,825
Purchase of intangible assets		_	(41,464)
Proceeds from insurance recovery		206,336	_
Purchases of property and equipment		(457,435)	(22,488)
Net cash used in investing activities		(229,465)	(46,127)
Cash Flows from Financing Activities			1 525 200
Proceeds from long-term debt		-	1,537,200
Proceeds from the line of credit		-	3,448,165
Dividends paid		-	(722,344)
Net cash provided by (used in) financing activities		-	4,263,021
Net Increase in Cash and Cash Equivalents		156,346	2,618,852
Cash and Cash Equivalents, Beginning of Period		5,633,279	4,822,071
Cash and Cash Equivalents, End of Period	\$	5,789,625 \$	7,440,923
Cash and Cash Equitations, End of Feriod	ψ	5,767,025 \$	7,440,723

The accompanying notes are an integral part of these consolidated financial statements.

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF CHANGES IN STOCKHOLDERS' EQUITY (unaudited)

Common Stock Balance at February 28 or 29: \$ 6,074 \$ 6,020 Issuance of common stock 7 - Equity compensation, restricted stock units 38 41 Balance at May 31: 6,119 6,061 Additional Paid-in Capital Balance at February 28 or 29: 7,971,712 7,459,931 Issuance of common stock 34,643 - Equity compensation, restricted stock units 111,469 143,677 Balance at May 31: 8,117,824 7,603,608 Retained Earnings Balance at February 28 or 29: 10,989,783 11,889,560 Consolidated net income (loss) 579,805 (3,667,397) Balance at May 31: 11,569,588 8,222,163
Balance at February 28 or 29: \$ 6,074 \$ 6,020 Issuance of common stock 7 - Equity compensation, restricted stock units 38 41 Balance at May 31: 6,119 6,061 Additional Paid-in Capital Balance at February 28 or 29: 7,971,712 7,459,931 Issuance of common stock 34,643 - Equity compensation, restricted stock units 111,469 143,677 Balance at May 31: 8,117,824 7,603,608 Retained Earnings Balance at February 28 or 29: 10,989,783 11,889,560 Consolidated net income (loss) 579,805 (3,667,397)
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Balance at February 28 or 29: 10,989,783 11,889,560 Consolidated net income (loss) 579,805 (3,667,397)
Consolidated net income (loss) 579,805 (3,667,397)
Polance at May 31:
Datable at May 51. 11,309,388 6,222,103
Total Stockholders' Equity \$ 19,693,531 \$ 15,831,832
Common Shares
Balance at February 28 or 29: 6,074,293 6,019,532
Issuance of common stock 7,000 -
Equity compensation, restricted stock units 37,702 41,131
Balance at May 31: 6,118,995 6,060,663
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The accompanying notes are an integral part of these consolidated financial statements.

NOTE 1 – NATURE OF OPERATIONS AND BASIS OF PRESENTATION

Nature of Operations

The accompanying consolidated financial statements include the accounts of Rocky Mountain Chocolate Factory, Inc., a Delaware corporation, its wholly-owned subsidiaries, Rocky Mountain Chocolate Factory, Inc. (a Colorado corporation), Aspen Leaf Yogurt, LLC ("ALY"), and U-Swirl International, Inc. ("U-Swirl"), and its 46%-owned subsidiary, U-Swirl, Inc. ("SWRL") (collectively, the "Company," "we," "us" or "our").

The Company is an international franchisor, confectionery manufacturer and retail operator. Founded in 1981, the Company is headquartered in Durango, Colorado and manufactures an extensive line of premium chocolate candies and other confectionery products. U-Swirl franchises and operates self-serve frozen yogurt cafés. The Company also sells its candy in selected locations outside of its system of retail stores and licenses the use of its brand with certain consumer products.

U-Swirl operates self-serve frozen yogurt cafés under the names "U-Swirl," "Yogurtini," "CherryBerry," "Yogli Mogli Frozen Yogurt," "Fuzzy Peach Frozen Yogurt," "Let's Yo!" and "Aspen Leaf Yogurt."

The Company's revenues are currently derived from three principal sources: sales to franchisees and others of chocolates and other confectionery products manufactured by the Company; the collection of initial franchise fees and royalties from franchisees' sales; and sales at Company-owned stores of chocolates, frozen yogurt, and other confectionery products.

In FY 2020 and early FY 2021 we entered into a long-term strategic alliance and ecommerce agreements, respectively, with Edible Arrangements®, LLC and its affiliates ("Edible"), whereby it is intended that we would become the exclusive provider of certain branded chocolate products to Edible, its affiliates and its franchisees. Under the strategic alliance, Rocky Mountain Chocolate Factory branded products are intended to be available for purchase both on Edible's website as well as through over 1,000 franchised Edible locations nationwide. In addition, due to Edible's significant e-commerce expertise and scale, we have also executed an ecommerce licensing agreement with Edible, whereby Edible is expected to sell a wide variety of chocolates, candies and other confectionery products produced by the Company or its franchisees through Edible's websites. There is no assurance that the strategic alliance and ecommerce agreements will be deployed into our operations and to our satisfaction, or that we will achieve the expected full benefits from these agreements. During the three months ended May 31, 2021, certain disagreements arose between RMCF and Edible related to the strategic alliance and ecommerce agreements resulting in continuing discussions, the result of which are not currently determinable. There can be no assurance historical revenue levels will be indicative of future revenues.

The following table summarizes the number of stores operating under the Rocky Mountain Chocolate Factory brand and frozen yogurt cafés at May 31, 2021:

	Sold, Not Yet		
	Open	Open	Total
Rocky Mountain Chocolate Factory			
Company-owned stores	-	2	2
Franchise stores - Domestic stores and kiosks	4	158	162
International license stores	1	5	6
Cold Stone Creamery - co-branded	5	95	100
U-Swirl (Including all associated brands)			-
Company-owned stores - co-branded	-	3	3
Franchise stores - Domestic stores	-	63	63
Franchise stores - Domestic - co-branded	1	6	7
International license stores	-	1	1
Total	11	333	344

During FY 2021 the Company initiated formal legal proceedings against Immaculate Confections ("IC"), the operator of RMCF locations in Canada. In its complaint, the Company is alleging, among other things, that IC has utilized the Company's trademarks and other intellectual property without authority to do so and that IC has been unjustly enriched by their use of the Company's trademarks and intellectual property.

In June 2021 a court order was issued declaring the original 1991 Development Agreement for Canada between RMCF and IC has expired. As a result of this judgement, the Company has removed locations operated by IC from the store information above and contained herein. During the three months ended May 31, 2020 and 2021 the Company did not recognize any revenue from locations operated by IC in Canada. As of February 28, 2021 IC operated 48 locations in Canada. The Company intends to continue to pursue its claims and is expecting to proceed to a trial scheduled for August 2021.

Basis of Presentation

The accompanying consolidated financial statements have been prepared by the Company, without audit, and reflect all adjustments which are, in the opinion of management, necessary for a fair statement of the results for the interim periods presented. The consolidated financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("GAAP") for interim financial reporting and Securities and Exchange Commission (the "SEC") regulations. Certain information and footnote disclosures normally included in financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to such rules and regulations. In the opinion of management, the consolidated financial statements reflect all adjustments (of a normal and recurring nature) which are necessary for a fair presentation of the financial position, results of operations and cash flows for the interim periods presented. The results of operations for the three months ended May 31, 2021 are not necessarily indicative of the results to be expected for the entire fiscal year.

These consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto included in the Company's Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. The year-end balance sheet data was derived from audited financial statements, but does not include all disclosures required by accounting principles generally accepted in the United States of America.

Subsequent Events

Management evaluated all activity of the Company through the issue date of the financial statements and concluded that no subsequent events have occurred that would require recognition or disclosure in the financial statements.

COVID-19 Update

As discussed in more detail throughout this Quarterly Report on Form 10-Q for the three months ended May 31, 2021 (this "Quarterly Report"), we have experienced significant business disruptions resulting from efforts to contain the rapid spread of the novel coronavirus ("COVID-19"), including the vast mandated self-quarantines of customers and closures of non-essential business throughout the United States and internationally. During the year ended February 28, 2021 nearly all of the Company-owned and franchise stores were directly and negatively impacted by public health measures taken in response to COVID-19, with nearly all locations experiencing reduced operations as a result of, among other things, modified business hours and store and mall closures. As a result, franchisees and licensees are not ordering products for their stores in line with historical amounts. This trend has negatively impacted, and may continue to negatively impact, among other things, factory sales, retail sales and royalty and marketing fees. Beginning in May 2020, most stores previously closed for much of March 2020 and April 2020 in response to the COVID-19 pandemic, began to re-open. As of February 28, 2021, approximately 53 stores had not re-opened and the future of these locations is uncertain. That is a closure rate significantly higher than historical levels. By May 31, 2021, many stores have met or exceeded pre-COVID-19 sales levels, however, many retail environments have continued to be adversely impacted by changes to consumer behavior as a result of COVID-19. Most stores re-opened subject to various local health restrictions and often with reduced operations. It is unclear when or if store operations will return to pre-COVID-19 levels.

In addition, as previously announced on May 11, 2020, the Board of Directors decided to suspend the Company's first quarter cash dividend payment to preserve cash and provide additional flexibility in the current environment impacted by the COVID-19 pandemic. Furthermore, the Board of Directors has suspended future quarterly dividends until the significant uncertainty of the current public health crisis and economic climate has passed, and the Board of Directors determines that resumption of dividend payments is in the best interest of the Company and our stockholders.

Recent Accounting Pronouncements

Except for the recent accounting pronouncements described below, other recent accounting pronouncements are not expected to have a material impact on our condensed consolidated financial statements.

In June 2016, the Financial Accounting Standards Board ("FASB") issued Accounting Standards Update ("ASU") 2016-13, Financial Instruments - Credit Losses (Topic 326): Measurement of Credit Losses on Financial Instruments. ASU 2016-13 significantly changes the impairment model for most financial assets and certain other instruments. ASU 2016-13 will require immediate recognition of estimated credit losses expected to occur over the remaining life of many financial assets, which will generally result in earlier recognition of allowances for credit losses on loans and other financial instruments. ASU 2016-13 is effective for the Company's fiscal year beginning March 1, 2023 and subsequent interim periods. The Company is currently evaluating the impact the adoption of ASU 2016-13 will have on the Company's consolidated financial statements.

In December 2019, the FASB issued ASU 2019-12, Income Taxes (Topic 740): Simplifying the Accounting for Income Taxes, which simplifies the accounting for income taxes. This guidance will be effective for entities for the fiscal years, and interim periods within those fiscal years, beginning after December 15, 2020 on a prospective basis, with early adoption permitted. We adopted this ASU effective March 1, 2021 (the first quarter of our 2022 fiscal year). The adoption of the ASU did not have a material impact on our consolidated financial statements.

NOTE 2 - SUPPLEMENTAL CASH FLOW INFORMATION

	Three Months Ended May 31,				
Cash paid (received) for:	2021	2020			
Interest	\$ - \$	13,362			
Income taxes	(49,952)	(340)			
Non-cash Operating Activities					
Accrued Inventory	130,816	158,834			

NOTE 3 - REVENUE FROM CONTRACTS WITH CUSTOMERS

The Company recognizes revenue from contracts with its customer in accordance with ASC 606, which provides that revenues are to be recognized when control of promised goods or services is transferred to a customer in an amount that reflects the consideration expected to be received for those goods or services. This new standard does not impact the Company's recognition of revenue from sales of confectionery items to the Company's franchisees and others, or in its Company-owned stores as those sales are recognized at the time of the underlying sale and are presented net of sales taxes and discounts. The standard also does not change the recognition of royalties and marketing fees from franchised or licensed locations, which are based on a percentage of sales and recognized at the time the sales occur. The standard does change the timing in which the Company recognizes initial fees from franchisees and licensees for new franchise locations and renewals that affect the term of the franchise agreement. The Company generally receives a fee associated with the Franchise Agreement or License Agreement (collectively "Customer Contracts") at the time that the Customer Contract is entered. These Customer Contracts have a term of up to 20 years, however the majority of Customer Contracts have a term of 10 years. During the term of the Customer Contracts is that the revenue is recognized proportionately over the life of the Customer Contract.

Initial Franchise Fees, License Fees, Transfer Fees and Renewal Fees

Initial franchise fees are being recognized as the Company satisfies the performance obligation over the term of the franchise agreement, which is generally 10-15 years.

The following table summarizes contract liabilities as of May 31, 2021 and May 31, 2020:

	I free Months Ended				
	May 31:				
	2021		2020		
Contract liabilities at the beginning of the year:	\$ 1,119,646	\$	1,155,809		
Revenue recognized	(56,213)		(55,016)		
Contract fees received	50,000		27,500		
Amortized gain on the financed sale of equipment	(3,133)		(1,043)		
Contract liabilities at the end of the period:	\$ 1,110,300	\$	1,127,250		

On May 31, 2021, annual revenue expected to be recognized in the future, related to performance obligations that are not yet fully satisfied, are estimated to be the following:

\$ 147,079
187,974
155,606
140,530
128,239
350,872
\$ 1,110,300
5

Gift Cards

The Company's franchisees sell gift cards which do not have either expiration dates, or non-usage fees. The proceeds from the sale of gift cards by the franchisees are accumulated by the Company and paid out to the franchisees upon customer redemption. The Company has historically accumulated gift card liabilities and has not recognized breakage associated with the gift card liability. The adoption of ASC 606 requires the use of the "proportionate" method for recognizing breakage, which the Company has not historically utilized. Upon adoption of ASC 606 the Company began recognizing breakage from gift cards when the gift card is redeemed by the customer or the Company determines the likelihood of the gift card being redeemed by the customer is remote ("gift card breakage"). The determination of the gift card breakage rate is based upon Company-specific historical redemption patterns.

NOTE 4 – DISAGGREGATION OF REVENUE

The following table presents disaggregated revenue by method of recognition and segment:

Three Months Ended May 31, 2021

Revenues recognized over time under ASC 606:

	Franc	chising	Mar	nufactur	ing	Retail		U-Swi	rl	Total	
Franchise fees	\$	41,245	\$		-	\$	-	\$	14,968	\$	56,213
Revenues recognized at a point in time:											
]	Franchising		Manu	facturing	Retail		U-Swirl		Total	
Factory sales		J	-		5,040,723		-		-		5,040,723
Retail sales			-		-		282,978		506,497		789,475
Royalty and marketing fees		1,392	,482		-		-		314,818		1,707,300
Total	;	\$ 1,433	,727	\$	5,040,723	\$	282,978	\$	836,283	\$	7,593,711
Three Months Ended May 31, 2020 Revenues recognized over time under ASC 606:	Franc	chising	Mar	ıufactur	ing	Retail		U-Swi	rl	Total	
						_				_	
Franchise fees	\$	41,702	\$		-	\$	-	\$	13,314	\$	55,016
Revenues recognized at a point in time:											
]	Franchising		Manu	facturing	Retail		U-Swirl		Total	
Factory sales			-		2,134,615		-		-		2,134,615
Retail sales			-		-		59,981		127,615		187,596
Royalty and marketing fees		212	,092		-		-		113,118		325,210

2,134,615

59,981

254,047

2,702,437

NOTE 5 – INVENTORIES

Total

Inventories consist of the following inventory at May 31, 2021 and February 28, 2021:

		May 31, 2021	February 28, 2021
Ingredients and supplies	\$	2,541,283	\$ 2,464,123
Finished candy		2,168,502	1,888,818
U-Swirl food and packaging		47,129	39,518
Reserve for slow moving inventory		(357,884)	(329,574)
Total inventories	\$	4,399,030	\$ 4,062,885
	10		

253,794

NOTE 6 - PROPERTY AND EQUIPMENT, NET

Property and equipment at May 31, 2021 and February 28, 2021 consisted of the following:

	N	/lay 31, 2021	February 28, 2021
Land	\$	513,618	\$ 513,618
Building		5,167,023	4,827,807
Machinery and equipment		10,241,098	10,129,508
Furniture and fixtures		797,698	797,303
Leasehold improvements		985,407	985,407
Transportation equipment		516,278	429,789
		18,221,122	17,683,432
Less accumulated depreciation		(12,627,669)	(12,531,417)
Property and equipment, net	\$	5,593,453	\$ 5,152,015

Depreciation expense related to property and equipment totaled \$178,575 and \$194,557 during the three months ended May 31, 2021 and 2020, respectively.

NOTE 7 – GOODWILL AND INTANGIBLE ASSETS

Intangible assets at May 31, 2021 and February 28, 2021 consist of the following:

		May 31, 2021					February 28, 2021				
	Amortization	Gro	ss Carrying	A	cumulated	Gr	oss Carrying	A	ccumulated		
	Period (in years)		Value	Aı	nortization		Value	A	mortization		
Intangible assets subject to amortization											
Store design	10	\$	394,826	\$	226,230	\$	394,826	\$	221,504		
Packaging licenses	3 - 5		120,830		120,830		120,830		120,830		
Packaging design	10		430,973		430,973		430,973		430,973		
Trademark/Non-competition agreements	5 - 20		556,339		339,905		556,339		333,715		
Franchise rights	20		5,979,637		3,570,296		5,979,637		3,459,873		
Total			7,482,605		4,688,234		7,482,605		4,566,895		
Intangible assets not subject to amortization											
Franchising segment-											
Company stores goodwill		\$	515,065			\$	515,065				
Franchising goodwill			97,318				97,318				
Manufacturing segment-goodwill			97,318				97,318				
Trademark			20,000				20,000				
Total goodwill			729,701				729,701				
Total Intangible Assets		\$	8,212,306	\$	4,688,234	\$	8,212,306	\$	4,566,895		

Amortization expense related to intangible assets totaled \$121,339 and \$148,557 during the three months ended May 31, 2021 and 2020, respectively.

At May 31, 2021, annual amortization of placed in service intangible assets, based upon the Company's existing intangible assets and current useful lives, is estimated to be the following:

FYE 22	\$ 362,619
FYE 23	409,393
FYE 24	346,672
FYE 25	294,427
FYE 26	251,342
Thereafter	1,129,918
Total	\$ 2,794,371

NOTE 8 – IMPAIRMENT OF LONG-LIVED AND INTANGIBLE ASSETS

We assess the potential impairment of our long-lived assets on an annual basis or whenever events or changes in circumstances indicate the carrying value of the assets or asset group may not be recoverable. Due to the significant impact of the COVID-19 pandemic on our operations, we determined it was necessary to perform an interim test of our long-lived assets during the three months ended May 31, 2020. Based on the results of these assessments, we recorded \$545,000 of expense. This expense is presented within general and administrative expense on the Consolidated Statements of Operations.

The assessment of our goodwill, trademark and long lived asset fair values includes many assumptions that are subject to risk and uncertainties. The primary assumptions, which are all Level 3 inputs of the fair value hierarchy (inputs to the valuation methodology that are unobservable and significant to the fair value measurement), used in our impairment testing consist of:

- Expected future cash flows from operation of our Company-owned units.
- Forecasted future royalty revenue, marketing revenue and associated expenses.
- Projected rate of royalty savings on trademarks.
- Our cost of capital.

At May 31, 2020 costs associated with the impairment of long-lived and intangible assets consisted of the following:

Company store goodwill impairment	S	317,243
Trademark intangible asset impairment	Ψ	159,000
Company-owned store impairment of long-lived assets and inventory		68,558
Total	\$	544,801

Certain interim tests did not indicate a need for impairment during the three months ended May 31, 2020. Franchise rights, store design, manufacturing segment goodwill and franchising goodwill tests succeeded during the interim period. We believe we have made reasonable estimates and judgements, however, further COVID-19 related impacts could cause interim testing to be performed in future periods and further impairments recorded if testing of impairment is not successful in future periods.

During the three months ended May 31, 2021 the Company did not identify any triggering events and there were no costs associated with the impairment of long-lived assets during the three months ended May 31, 2021.

NOTE 9 - NOTES PAYABLE

Paycheck Protection Program

During the year ended February 28, 2021 the Company received promissory notes pursuant to the Paycheck Protection Program ("PPP"), under the recently enacted Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") administered by the U.S. Small Business Administration (the "SBA Loans"). The Company received total proceeds of \$1.5 million from SBA Loans. During the three months ended November 30, 2020, approximately \$108,000 of the original loan proceeds was forgiven by the SBA and during the three months ended February 28, 2021 the remaining approximately \$1.4 million of the original loan proceeds was forgiven.

Revolving Credit Line

The Company has a \$5.0 million credit line for general corporate and working capital purposes, of which \$5.0 million was available for borrowing (subject to certain borrowing base limitations) as of May 31, 2021. The credit line is secured by substantially all of the Company's assets, except retail store assets. Interest on borrowings is at LIBOR plus 2.25% (2.4% at May 31, 2021). Additionally, the line of credit is subject to various financial ratio and leverage covenants. At May 31, 2021, the Company was in compliance with all such covenants. The credit line is subject to renewal in September 2021.

NOTE 10 - STOCKHOLDERS' EQUITY

Cash Dividend

The Company paid a quarterly cash dividend of \$0.12 per share of common stock on March 13, 2020 to stockholders of record on February 28, 2020.

As previously announced on May 11, 2020, the Board of Directors suspended the Company's fiscal year 21 first quarter cash dividend payment to preserve cash and provide additional flexibility in the current environment as a result of the economic impact of COVID-19. Furthermore, the Board of Directors has suspended future quarterly dividends until the significant uncertainty of the current public health crisis and global economic climate has passed, and the Board of Directors determines that resumption of dividend payments is in the best interest of the Company and its stockholders.

Future declarations of dividends will depend on, among other things, the Company's results of operations, financial condition, capital requirements, and on such other factors as the Company's Board of Directors may in its discretion consider relevant and in the best long-term interest of the Company's stockholders.

Stock Repurchases

On July 15, 2014, the Company publicly announced a plan to repurchase up to \$3.0 million of its common stock in the open market or in private transactions, whenever deemed appropriate by management. As of May 31, 2021, approximately \$638,000 remains available under the repurchase plan for further stock repurchases.

Warrants

In consideration of Edible entering into the exclusive supplier agreement and the performance of its obligations therein, on December 20, 2019, the Company issued Edible a warrant (the "Warrant") to purchase up to 960,677 shares of the Company's common stock (the "Warrant Shares") at an exercise price of \$8.76 per share. The Warrant Shares vest in annual tranches in varying amounts following each contract year under the exclusive supplier agreement, subject to, and only upon, Edible's achievement of certain revenue thresholds on an annual or cumulative five-year basis in connection with its performance under the exclusive supplier agreement. The Warrant expires six months after the final and conclusive determination of revenue thresholds for the fifth contract year and the cumulative revenue determination in accordance with the terms of the Warrant.

The Company determined that the grant date fair value of the warrants was de minimis and did not record any amount in consideration of the warrants. The Company utilized a Monte Carlo model for purposes of determining the grant date fair value.

Stock-Based Compensation

Under the Company's 2007 Equity Incentive Plan (as amended and restated) (the "2007 Plan"), the Company may authorize and grant stock awards to employees, non-employee directors and certain other eligible participants, including stock options, restricted stock and restricted stock units.

The Company recognized \$146,157 of stock-based compensation expense during the three months ended May 31, 2021 compared with \$143,718 during the three months ended May 31, 2020. Compensation costs related to stock-based compensation are generally amortized over the vesting period of the stock awards.

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The following table summarizes non-vested restricted stock unit transactions for common stock during the three months ended May 31, 2021 and 2020:

		I hree Mor	tns Er	naea		
		May 31,				
	2	.021		2020		
Outstanding non-vested restricted stock units as of February 28 or 29:		209,450		265,555		
Granted		-		-		
Vested		(37,702)		(41,131)		
Cancelled/forfeited		(900)		-		
Outstanding non-vested restricted stock units as of May 31:		170,848		224,424		
Weighted average grant date fair value	\$	9.40	\$	9.39		
Weighted average remaining vesting period (in years)		3.41		4.33		

The Company issued 7,000 unrestricted shares of stock to non-employee directors during the three months ended May 31, 2021 compared to no shares issued during the three months ended May 31, 2020. In connection with these non-employee director stock issuances, the Company recognized \$34,650 and \$0 of stock-based compensation expense during the three months ended May 31, 2021 and 2020, respectively.

During the three months ended May 31, 2021, the Company recognized \$111,507 of stock-based compensation expense related to non-vested, non-forfeited restricted stock unit grants compared to \$143,718 during the three months ended May 31, 2020. The restricted stock units generally vest in equal annual installments over a period of five to six years. Total unrecognized stock-based compensation expense of non-vested, non-forfeited restricted stock units, as of May 31, 2021, was \$1,494,326, which is expected to be recognized over the weighted average period of 3.41 years.

The Company has no outstanding stock options as of May 31, 2021.

NOTE 11 - EARNINGS PER SHARE

Basic earnings per share is calculated using the weighted-average number of common shares outstanding. Diluted earnings per share reflects the potential dilution that could occur from common shares issuable through the settlement of restricted stock units. Restricted stock units become dilutive within the period granted and remain dilutive until the units vest and are issued as common stock.

The weighted-average number of shares outstanding used in the computation of diluted earnings per share does not include outstanding common shares issuable if their effect would be anti-dilutive. During the three months ended May 31, 2021, 960,677 shares of common stock warrants and no shares of issuable common stock were excluded from the computation of diluted earnings per share because their effect would have been anti-dilutive. During the three months ended May 31, 2020, 960,677 shares of common stock warrants and 209,960 shares of issuable common stock were excluded from the computation of diluted earnings per share because their effect would have been anti-dilutive.

NOTE 12 - LEASING ARRANGEMENTS

The Company conducts its retail operations in facilities leased under non-cancelable operating leases of up to ten years. Certain leases contain renewal options for between five and ten additional years at increased monthly rentals. Some of the leases provide for contingent rentals based on sales in excess of predetermined base levels.

The Company acts as primary lessee of some franchised store premises, which the Company then subleases to franchisees, but the majority of existing locations are leased by the franchisee directly. Currently, there are not indications that the Company will be required to make any payments on behalf of franchisees.

In some instances, the Company has leased space for its Company-owned locations that are now occupied by franchisees. When the Company-owned location was sold or transferred, the store was subleased to the franchisee who is responsible for the monthly rent and other obligations under the lease.

The Company also leases trucking equipment and warehouse space in support of its manufacturing operations. Expense associated with trucking and warehouse leases is included in cost of sales on the consolidated statements of operations.

ASU 2016-02 allows, as a practical expedient, the retention of the classification of existing leases as operating or financing. All of the Company's leases are classified as operating leases and that classification has been retained upon adoption. The Company does not believe the utilization of this practical expedient has a material impact on lease classifications.

The Company accounts for payments related to lease liabilities on a straight-line basis over the lease term. As of May 31, 2021 and 2020, lease expense recognized in the Consolidated Statements of Income was \$209,025 and \$212,063, respectively.

The lease liability reflects the present value of the Company's estimated future minimum lease payments over the life of its leases. This includes known escalations and renewal option periods reasonably assured of being exercised. Typically, renewal options are considered reasonably assured of being exercised if the sales performance of the location remains strong. Therefore, the Right of Use Asset and Lease Liability include an assumption on renewal options that have not yet been exercised by the Company, and are not currently a future obligation. The Company has separated non-lease components from lease components in the recognition of the Asset and Liability except in instances where such costs were not practical to separate. To the extent that occupancy costs, such as site maintenance, are included in the Asset and Liability, the impact is immaterial. For franchised locations, the related occupancy costs including property taxes, insurance and site maintenance are generally required to be paid by the franchisees as part of the franchise arrangement. In addition, the Company is the lessee under non-store related leases such as storage facilities and trucking equipment. For leases where the implicit rate is not readily determinable, the Company uses an incremental borrowing rate to calculate the lease liability that represents an estimate of the interest rate the Company would incur to borrow on a collateralized basis over the term of a lease. The weighted average discount rate used for operating leases was 3.2% as of May 31, 2021. The total estimated future minimum lease payments is \$2.5 million.

As of May 31, 2021, maturities of lease liabilities for our operating leases were as follows:

FYE 22	\$ 551,974
FYE 23	536,712
FYE 24	417,930
FYE 25	268,966
FYE 26	171,324
Thereafter	521,138
Total	\$ 2,468,044
Less: imputed interest	(217,306)
Present value of lease liabilities:	\$ 2,250,738
Weighted average lease term	6.6

During the three months ended May 31, 2021 the Company entered into lease amendments to extend the terms of leases for certain Company-owned locations. These lease amendments resulted in the Company recognizing a present value of future lease liability of \$475,908 based upon a total lease liability of \$504,946.

NOTE 13 - COMMITMENTS AND CONTINGENCIES

Purchase contracts

The Company frequently enters into purchase contracts of between six to eighteen months for chocolate and certain nuts. These contracts permit the Company to purchase the specified commodity at a fixed price on an as-needed basis during the term of the contract. Because prices for these products may fluctuate, the Company may benefit if prices rise during the terms of these contracts, but it may be required to pay above-market prices if prices fall and it is unable to renegotiate the terms of the contract. As of May 31, 2021, the Company was contracted for approximately \$234,000 of raw materials under such agreements. The Company has designated these contracts as normal under the normal purchase and sale exception under the accounting standards for derivatives. These contracts are not entered into for speculative purposes.

NOTE 14 - OPERATING SEGMENTS

The Company classifies its business interests into five reportable segments: Franchising, Manufacturing, Retail Stores, U-Swirl and Other. The accounting policies of the segments are the same as those described in the summary of significant accounting policies in Note 1 to the Company's consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. The Company evaluates performance and allocates resources based on operating contribution, which excludes unallocated corporate general and administrative costs and income tax expense or benefit. The Company's reportable segments are strategic businesses that utilize common merchandising, distribution, and marketing functions, as well as common information systems and corporate administration. All inter-segment sales prices are market based. Each segment is managed separately because of the differences in required infrastructure and the differences in products and services:

Three Months Ended May 31, 2021	Fr	anchising	Ma	anufacturing	Retail	U-Swirl	Other	Total
Total revenues	\$	1,435,366	\$	5,285,106	\$ 282,978	\$ 836,283	\$ -	\$ 7,839,733
Intersegment revenues		(1,639)		(244,383)	-	-	-	(246,022)
Revenue from external customers		1,433,727		5,040,723	282,978	836,283	-	7,593,711
Segment profit (loss)		644,866		668,024	18,265	145,542	(659,099)	817,598
Total assets		1,430,823		10,075,833	638,670	5,379,850	8,277,451	25,802,627
Capital expenditures		1,182		432,411	1,068	1,399	21,375	457,435
Total depreciation & amortization	\$	9,498	\$	153,620	\$ 1,401	\$ 116,730	\$ 18,665	\$ 299,914
Three Months Ended May 31, 2020	Fr	anchising	Ma	anufacturing	Retail	U-Swirl	Other	Total
Three Months Ended May 31, 2020 Total revenues	Fr \$	anchising 254,477	Ma \$	anufacturing 2,293,093	\$ Retail 59,981	\$ U-Swirl 254,047	\$ Other -	\$ Total 2,861,598
					\$	\$	\$	\$
Total revenues		254,477		2,293,093	\$	\$	\$	\$ 2,861,598
Total revenues Intersegment revenues		254,477 (683)		2,293,093 (158,478)	\$ 59,981 -	\$ 254,047	\$ -	\$ 2,861,598 (159,161)
Total revenues Intersegment revenues Revenue from external customers		254,477 (683) 253,794		2,293,093 (158,478) 2,134,615	\$ 59,981 - 59,981	\$ 254,047 - 254,047	\$ -	\$ 2,861,598 (159,161) 2,702,437
Total revenues Intersegment revenues Revenue from external customers Segment profit (loss)		254,477 (683) 253,794 (451,319)		2,293,093 (158,478) 2,134,615 (783,469)	\$ 59,981 59,981 (477,825)	\$ 254,047 - 254,047 (457,718)	\$ (2,676,394)	\$ 2,861,598 (159,161) 2,702,437 (4,846,725)
Total revenues Intersegment revenues Revenue from external customers Segment profit (loss) Total assets		254,477 (683) 253,794 (451,319)		2,293,093 (158,478) 2,134,615 (783,469) 10,430,680	\$ 59,981 59,981 (477,825)	\$ 254,047 254,047 (457,718) 5,565,436	\$ (2,676,394) 11,417,149	\$ 2,861,598 (159,161) 2,702,437 (4,846,725) 29,108,126
Total revenues Intersegment revenues Revenue from external customers Segment profit (loss) Total assets Capital expenditures	\$	254,477 (683) 253,794 (451,319) 1,090,475	\$	2,293,093 (158,478) 2,134,615 (783,469) 10,430,680 13,854	59,981 59,981 (477,825) 604,386	254,047 254,047 (457,718) 5,565,436 1,712	(2,676,394) 11,417,149 6,922	2,861,598 (159,161) 2,702,437 (4,846,725) 29,108,126 22,488

Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

Cautionary Note Regarding Forward-Looking Statements

This Quarterly Report on Form 10-Q (Quarterly Report') includes statements of our 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 (the "Exchange Act"), and are intended to come within the safe harbor protection provided by those sections. These forward-looking statements involve various risks and uncertainties. The nature of our operations and the environment in which we operate subject us to changing economic, competitive, regulatory and technological conditions, risks and uncertainties. The statements, other than statements of historical fact, included in this Quarterly Report are forward-looking statements. Many of the forward-looking statements contained in this document may be identified by the use of forward-looking words such as "will," "intend," "believe," "expect," "anticipate," "should," "plan," "estimate," "potential," or similar expressions. Factors which could cause results to differ include, but are not limited to: the impact of the novel coronavirus (COVID-19) on our business, including, among other things, online sales, factory sales, retail sales and royalty and marketing fees, our liquidity, our cost cutting and capital preservation measures, achievement of the anticipated potential benefits of the strategic alliance with Edible (as defined herein), our ability to provide products to Edible under the strategic alliance, the ability to increase our online sales through the agreements with Edible, the outcome of the legal proceedings initiated against Immaculate Confections, the operator of RMCF locations in Canada, changes in the confectionery business environment, seasonality, consumer interest in our products, general economic conditions, the success of our frozen yogurt business, receptiveness of our products internationally, consumer and retail trends, costs and availability of raw materials, competition, the success of our cobranding strategy, the success of international expansion efforts and the effect of government regulations. Government regulations which we and our franchisees and licensees either are, or may be, subject to and which could cause results to differ from forward-looking statements include, but are not limited to: local, state and federal laws regarding health, sanitation, safety, building and fire codes, franchising, licensing, employment, manufacturing, packaging and distribution of food products and motor carriers. For a detailed discussion of the risks and uncertainties that may cause our actual results to differ from the forward-looking statements contained herein, please see the section entitled "Risk Factors" contained in Item 1A. of our Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. Additional factors that might cause such differences include, but are not limited to: the length and severity of the current COVID-19 pandemic and its effect on among other things, factory sales, retail sales, royalty and marketing fees and operations, the effect of any governmental action or mandated employer-paid benefits in response to the COVID-19 pandemic, our ability to manage costs and reduce expenditures in the current economic environment and the availability of additional financing if and when required. These forward-looking statements apply only as of the date of this Quarterly Report. As such they should not be unduly relied upon for more current circumstances. Except as required by law, we undertake no obligation to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this Quarterly Report or those that might reflect the occurrence of unanticipated events.

Unless otherwise specified, the "Company," "we," "us" or "our" refers to Rocky Mountain Chocolate Factory, Inc., a Delaware corporation, and its consolidated subsidiaries (including its operating subsidiary with the same name, Rocky Mountain Chocolate Factory, Inc., a Colorado corporation ("RMCF")).

Overview

We are an international franchisor, confectionery manufacturer and retail operator. Founded in 1981, we are headquartered in Durango, Colorado and manufacture an extensive line of premium chocolate candies and other confectionery products. Our wholly-owned subsidiary, U-Swirl International, Inc. ("U-Swirl"), franchises and operates soft-serve frozen yogurt cafés. Our revenues and profitability are derived principally from our franchised/license system of retail stores that feature chocolate, frozen yogurt and other confectionery products. We also sell our candy in select locations outside of our system of retail stores and license the use of our brand with certain consumer products. As of May 31, 2021, here were two Company-owned, 95 licensee-owned and 163 franchised Rocky Mountain Chocolate Factory stores operating in 37 states, South Korea, the republic of Panama, and the Philippines. As of May 31, 2021, U-Swirl operated three Company-owned cafés and 70 franchised cafés located in 22 states and Qatar. U-Swirl operates self-serve frozen yogurt cafés under the names "U-Swirl," "Yogurtini," "CherryBerry," "Yogli Mogli Frozen Yogurt," "Fuzzy Peach Frozen Yogurt," "Let's Yo!" and "Aspen Leaf Yogurt".

In FY 2020 and early FY 2021, we entered into a long-term strategic alliance and ecommerce agreements with Edible, whereby it is intended that we would become the exclusive provider of certain branded chocolate products to Edible, its affiliates and its franchisees. Under the strategic alliance, Rocky Mountain Chocolate Factory branded products are intended to be available for purchase both on Edible's website as well as through over 1,000 franchised Edible locations nationwide. In addition, due to Edible's significant e-commerce expertise and scale, we have also executed an ecommerce licensing agreement with Edible, whereby Edible is expected to sell a wide variety of chocolates, candies and other confectionery products produced by the Company or its franchisees through Edible's websites. There is no assurance that the strategic alliance and ecommerce agreements will be deployed into our operations and to our satisfaction, or that we will achieve the expected full benefits from these agreements. During the three months ended May 31, 2021, certain disagreements arose between RMCF and Edible related to the strategic alliance and ecommerce agreements resulting in continuing discussions, the result of which are not currently determinable. There can be no assurance historical revenue levels will be indicative of future revenues.

COVID-19

As discussed in more detail throughout this Quarterly Report on Form 10-Q for the three months ended May 31, 2021 (this "Quarterly Report"), we have experienced significant business disruptions resulting from efforts to contain the rapid spread of the novel coronavirus ("COVID-19"), including the vast mandated self-quarantines of customers and closures of non-essential business throughout the United States and internationally. During the year ended February 28, 2021, nearly all of the Company-owned and franchise stores were directly and negatively impacted by public health measures taken in response to COVID-19, with nearly all locations experiencing reduced operations as a result of, among other things, modified business hours and store and mall closures. As a result, franchisees and licensees are not ordering products for their stores in line with historical amounts. This trend has negatively impacted, and may continue to negatively impact, among other things, factory sales, retail sales and royalty and marketing fees. Beginning in May 2020, most stores previously closed for much of March 2020 and April 2020 in response to the COVID-19 pandemic began to reopen. As of February 28, 2021, approximately 53 stores had not re-opened and the future of these locations is uncertain. That is a closure rate significantly higher than historical levels. By May 31, 2021, many stores have met or exceeded pre-COVID-19 sales levels, however, many retail environments have continued to be adversely impacted by changes to consumer behavior as a result of COVID-19. Most stores re-opened subject to various local health restrictions and often with reduced operations. It is unclear when or if store operations will return to pre-COVID-19 levels.

In addition, as previously announced on May 11, 2020, the Board of Directors decided to suspend the Company's first quarter cash dividend payment to preserve cash and provide additional flexibility in the current environment impacted by the COVID-19 pandemic. Furthermore, the Board of Directors has suspended future quarterly dividends until the significant uncertainty of the current public health crisis and economic climate has passed, and the Board of Directors determines that resumption of dividend payments is in the best interest of us and our stockholders.

Results of Operations

Three Months Ended May 31, 2021 Compared to the Three Months Ended May 31, 2020

Results Summary

Basic earnings per share increased from a net loss of \$(0.61) per share for the three months ended May 31, 2020 to \$0.09 per share for the three months ended May 31, 2021. Revenues increased 181% from \$2.7 million for the three months ended May 31, 2020 to \$7.6 million for the three months ended May 31, 2021. Operating income increased from an operating loss of \$(4.83) million for the three months ended May 31, 2020 to operating income of \$646,000 for the three months ended May 31, 2021. Net income increased from a loss of \$(3.67) million for the three months ended May 31, 2020 to net income of \$580,000 for the three months ended May 31, 2021. The increase in revenue, operating income and net income was due primarily to the impacts from the COVID-19 pandemic during the three months ended May 31, 2020, including its impact on our operation and the operations of our franchised, licensed and Company-owned locations. During the three months ended May 31, 2021 many of the disruptions experienced as a result of the COVID-19 pandemic were no longer impacting our network of franchised and licensed retail stores and many of our locations had returned to, or exceeded, pre-pandemic levels.

Revenues

	Three Months Ended						
		May	31,			\$	%
(\$'s in thousands)		2021		2020		Change	Change
Factory sales	\$	5,040.7	\$	2,134.6	\$	2,906.1	136.1%
Retail sales		789.5		187.6		601.9	320.8%
Franchise fees		56.2		55.0		1.2	2.2%
Royalty and marketing fees		1,707.3		325.2		1,382.1	425.0%
Total	\$	7,593.7	\$	2,702.4	\$	4.891.3	181.0%

Factory Sales

The increase in factory sales for the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was primarily due to a 281% increase in sales of product to our network of franchised and licensed retail stores partially offset by an 11.7% decrease in shipments of product to customers outside our network of franchised retail stores. Purchases by the Company's largest customer, Edible Arrangements LLC ("Edible"), during the three months ended May 31, 2021 were approximately \$484,000, or 6.4% of the Company's revenues, compared to \$335,000, or 12.4% of the Company's revenues during the three months ended May 31, 2020. The increase in sales of product to our network of franchised and licensed retail stores was primarily the result of the COVID-19 pandemic and the associated public health measures in place during the three months ended May 31, 2020, which significantly reduced traffic in our stores. During the three months ended May 31, 2021 many of the disruptions experienced as a result of the COVID-19 pandemic were no longer impacting our network of franchised and licensed retail stores and many of our locations had returned to, or exceeded, pre-pandemic levels. During the three months ended May 31, 2021, certain disagreements arose between RMCF and Edible related to the strategic alliance and ecommerce agreements resulting in continuing discussions, the result of which are not currently determinable. There can be no assurance historical revenue levels will be indicative of future revenues. Same store pounds purchased by domestic franchise and licensed locations increased 11.3% during the three months ended May 31, 2021 when compared to the three months ended May 31, 2019 (the most recent comparable period prior to the business disruptions of COVID-19).

Retail Sales

Retail sales at Company-owned stores increased 321% during the three months ended May 31, 2021 compared to the three months ended May 31, 2020 as a result of all of our Company-owned stores being open during the three months ended May 31, 2021 compared to the closure of all of our Company-owned stores for much of the three months ended May 31, 2020. The closure of our Company-owned stores in the prior year period was the result of the COVID-19 pandemic and the associated public health measures in place during the three months ended May 31, 2020. As of May 31, 2021 all Company-owned stores had resumed operations following COVID-19 related closure.

Royalty, Marketing Fees and Franchise Fees

The increase in royalty and marketing fees for the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was primarily due to the majority of our franchise locations having resumed normal operations during the three months ended May 31, 2021, due to the relaxing of restrictions related to the COVID-19 pandemic and the associated public health measures in place during the three months ended May 31, 2020 as well as the rollout of vaccines. Nearly all of our franchised locations experienced reduced operations and periods of full closure during the three months ended May 31, 2020. Same store sales at domestic franchise locations increased 14.0% during the three months ended May 31, 2019 (the most recent comparable period prior to the business disruptions of COVID-19).

Franchise fees were approximately unchanged during the three months ended May 31, 2021 compared to the three months ended May 31, 2020.

Costs and Expenses

Cost of Sales

	Three Mor	nths E	Ended			
	May 31,			\$	%	
(\$'s in thousands)	2021	,	2020	Change	Change	
Cost of sales - factory	\$ 4,290.0	\$	2,790.6	\$ 1,499.4	53.7%	
Cost of sales - retail	256.6		92.6	164.0	177.1%	
Franchise costs	551.7		421.2	130.5	31.0%	
Sales and marketing	412.7		474.1	(61.4)	(13.0)%	
General and administrative	844.8		3,179.5	(2,334.7)	(73.4)%	
Retail operating	444.1		319.2	124.9	39.1%	
Total	\$ 6,799.9	\$	7,277.2	\$ (477.3)	(6.6)%	
Gross Margin						
	Three Mor	nths E	Ended			
	May	y 31,		\$	%	
(\$'s in thousands)	2021		2020	Change	Change	
Factory gross margin	\$ 750.7	\$	(656.0)	\$ 1,406.7	(214.4)%	
Retail gross margin	532.9		95.0	437.9	460.9%	
Total	\$ 1,283.6	\$	(561.0)	\$ 1,844.6	(328.8)%	
18						

		May 31,				%	%
		2021		2020		Change	Change
(Percent)							
Factory gross margin		14.9%)	-30.7%		45.6%	(148.5)%
Retail gross margin		67.5%)	50.6%		16.9%	33.4%
Total		22.0%)	-24.2%		46.2%	(190.9)%
Adjusted Gross Margin							
		Three Mor	nths E	nded			
		May	31,			\$	%
(\$'s in thousands)		2021		2020		Change	Change
Posts and a second a second and	ø	750.7	ď	((5(0)	ø.	1 406 7	(214.4)0/
Factory gross margin	\$	750.7	\$	(656.0)	Ф	1,406.7	(214.4)%
Plus: depreciation and amortization		151.9		157.5		(5.6)	(3.6)%
Factory adjusted gross margin		902.6		(498.5)		1,401.1	(281.1)%
Retail gross margin	Ф	532.9	Ф	95.0	Ф	437.9	460.9%
Total Adjusted Gross Margin	\$	1,435.5	\$	(403.5)	\$	1,839.0	(455.8)%
Factory adjusted gross margin		17.9%)	-23.4%		41.3%	(176.5)%
Retail gross margin		67.5%		50.6%		16.9%	33.4%
Total Adjusted Gross Margin							

Three Months Ended

Adjusted gross margin and factory adjusted gross margin are non-GAAP measures. Adjusted gross margin is equal to the sum of our factory adjusted gross margin plus our retail gross margin calculated in accordance with GAAP. Factory adjusted gross margin is equal to factory gross margin plus depreciation and amortization expense. We believe adjusted gross margin and factory adjusted gross margin are helpful in understanding our past performance as a supplement to gross margin, factory gross margin and other performance measures calculated in conformity with GAAP. We believe that adjusted gross margin and factory adjusted gross margin are useful to investors because they provide a measure of operating performance and our ability to generate cash that is unaffected by non-cash accounting measures. Additionally, we use adjusted gross margin and factory adjusted gross margin rather than gross margin and factory gross margin to make incremental pricing decisions. Adjusted gross margin and factory adjusted gross margin and pricing decisions. Due to the gross margin and factory adjusted gross margin and gross margin and gross margin and gross margin and amortization expense and you should not consider them in isolation or as a substitute for any measure reported under GAAP. Our use of capital assets makes depreciation and amortization expense a necessary element of our costs and our ability to generate income. Due to these limitations, we use adjusted gross margin and factory adjusted gross margin as measures of performance only in conjunction with GAAP measures of performance such as gross margin and factory gross margin.

Cost of Sales and Gross Margin

Factory gross margins increased to 14.9% in the three months ended May 31, 2021 compared to negative gross margin of (30.7)% during the three months ended May 31, 2020, due primarily to lower production volume in the three months ended May 31, 2020 compared to the three months ended May 31, 2021. During the three months ended May 31, 2021, production volume increased 129% in response to a 136% increase in factory sales, primarily due to a resumption of normal factory operations during the three months ended May 31, 2021 compared to significantly reduced operations during the three months ended May 31, 2020. Operations during the three months ended May 31, 2020 were lower than historical levels as a result of the impacts of the COVID-19 pandemic. As a result of the decrease in production volume, factory fixed costs, including idle labor, exceeded revenue during the three months ended May 31, 2020. During the three months ended May 31, 2020 the Company incurred approximately \$280,000 of production labor costs associated with paying employees who abided by local stay at home orders related to COVID-19 public health measures. This excess capacity cost, in the form of idle labor, was included in cost of sales.

Retail gross margins increased from 50.6% during the three months ended May 31, 2020 to 67.5% during the three months ended May 31, 2021. The increase in retail gross margins was primarily the result of the resumption of normal operations during the three months ended May 31, 2021 compared to the three months ended of our Company-owned stores for much of the three months ended May 31, 2020 due to the COVID-19 pandemic, and the associated impact on perishable inventory.

Franchise Costs

The increase in franchise costs in the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was due primarily to an increase in professional fees, the result of litigation with our licensee in Canada. As a percentage of total royalty and marketing fees and franchise fee revenue, franchise costs decreased to 31.3% in the three months ended May 31, 2021 from 110.8% in the three months ended May 31, 2020. This decrease as a percentage of royalty, marketing and franchise fees is primarily a result of higher royalty revenues during the three months ended May 31, 2021.

Sales and Marketing

The decrease in sales and marketing costs for the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was primarily due to a decrease in online advertising cost.

General and Administrative

The decrease in general and administrative costs for the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was due primarily to a decrease in bad debt expense, a decrease in the impairment of certain intangible assets, and lower professional fees. As a percentage of total revenues, general and administrative expenses decreased to 11.1% in the three months ended May 31, 2021 compared to 117.7% in the three months ended May 31, 2020. These costs during the three months ended May 31, 2020 were a direct result of public health measures in place due to responses to COVID-19 and the financial burden experienced by the majority of our network of franchised and licensed locations. See Note 8 to the financial statements for a summary of costs associated with the impairment of certain intangible assets during the three months ended May 31, 2020.

Retail Operating Expenses

The increase in retail operating expenses for the three months ended May 31, 2021 compared to the three months ended May 31, 2020 was a result of the re-opening of all of our Company-owned stores so that all stores were open during the three months ended May 31, 2021 compared to the closure of all of our Company-owned stores for much of the three months ended May 31, 2020. The closure of our Company-owned stores was the result of COVID-19 and the associated public health measures in place during the three months ended May 31, 2020.

Depreciation and Amortization

Depreciation and amortization, exclusive of depreciation and amortization included in cost of sales, was \$148,000 in the three months ended May 31, 2021, a decrease of 20.3% from \$186,000 incurred in the three months ended May 31, 2020. This decrease was the result of a decrease in frozen yogurt cafés in operation and lower amortization of the associated franchise rights. See Note 7 to the financial statements for a summary of annual amortization of intangible assets based upon existing intangible assets and current useful lives. Depreciation and amortization included in cost of sales decreased 3.6% from \$157,500 in the three months ended May 31, 2020 to \$151,900 in the three months ended May 31, 2021. This decrease was the result of certain production assets becoming fully depreciated.

Other Income (Expense)

Other income was \$171,700 in the three months ended May 31, 2021 compared to other expense of \$17,800 during the three months ended May 31, 2020. Net interest income was \$4,600 in the three months ended May 31, 2021 compared to net interest expense of \$17,800 during the three months ended May 31, 2020. This change was primarily the result of the Company's increased debt as a result of measures taken during the three months ended May 31, 2020 to ensure adequate liquidity during the COVID-19 pandemic. During the three months ended May 31, 2020, the Company borrowed \$3.4 million from its line of credit and borrowed \$1.5 million of loans under the Paychecks Protection Program.

The Company recognized a gain on insurance recovery of \$167,100 during the three months ended May 31, 2021, compared with no similar amounts recognized during the three months ended May 31, 2020.

Income Tax Expense

Our effective income tax rate was 29.1% for the three months ended May 31, 2021 and was 24.3% for the three months ended May 31, 2020. This increase was primarily the result of the impact of different values of vested restricted stock units for financial reporting purposes compared to how the same vested restricted stock units are valued for tax purposes.

Liquidity and Capital Resources

As discussed herein, during the three months ended May 31, 2020 we took several defensive measures to maximize liquidity in response to the COVID-19 pandemic, including the suspension of our cash dividend, reducing expenses, extending payment terms with vendors, reducing production volume and deferring discretionary capital expenditures. Based on these actions, we believe that cash flows from operations and our cash and cash equivalents on hand, will be sufficient to meet our ongoing liquidity needs and capital expenditure requirements for at least the next twelve months. Additional future financing may be necessary to fund our operations, and there can be no assurance that, if needed, we will be able to secure additional debt or equity financing on terms acceptable to us or at all. Although we believe we have adequate sources of liquidity over the long term, the success of our operations, the global economic outlook, and the pace of sustainable growth in our markets, among other factors, could impact our business and liquidity.

As of May 31, 2021, working capital was \$9.7 million, compared to \$9.0 million as of February 28, 2021, an increase of \$700,000. The increase in working capital was primarily due to improved operating results.

Cash and cash equivalent balances increased \$200,000 from \$5.6 million as of February 28, 2021 to \$5.8 million as of May 31, 2021, primarily due to improved operating results. Our current ratio was 3.7 to 1 at May 31, 2021 compared to 3.4 to 1 at February 28, 2021. We monitor current and anticipated future levels of cash and cash equivalents in relation to anticipated operating, financing and investing requirements.

During the three months ended May 31, 2021, operating activities provided cash of \$385,811, primarily the result of operating results and depreciation and amortization of \$299,914, partially offset by an increase of inventory of \$386,868. During the three months ended May 31, 2020, operating activities used cash of \$1,598,042, primarily the result of operating results, the provision for loss on accounts and notes receivable of \$1,468,815, asset impairment and store closure losses of \$544,060, depreciation and amortization of \$343,115, an increase in accounts payable of \$680,748 and expense related to stock-based compensation of \$143,718.

For the three months ended May 31, 2021, investing activities used cash of \$229,465, primarily due to the purchases of property and equipment of \$457,435 partially offset by proceeds from insurance recovery of \$206,336. In comparison, investing activities used cash of \$46,127 during the three months ended May 31, 2020, primarily due to the purchase of property and equipment and intangible assets of \$63,952.

There were no cash flows from financing activities during the three months ended May 31, 2021. In comparison, financing activities provided cash of \$4,236,021 during the three months ended May 31, 2020, primarily as a result of the use of the line of credit and receipt of loans under the Paycheck Protection Program, as described above. There was no amount outstanding related to our line of credit and loans under the Paycheck Protection Program as of May 31, 2021, the result of repayment and forgiveness, respectively.

Off-Balance Sheet Arrangements

Purchase obligations: As of May 31, 2021, we had purchase obligations of approximately \$234,000. These purchase obligations primarily consist of contractual obligations for future purchases of commodities for use in our manufacturing.

Impact of Inflation

Inflationary factors such as increases in the costs of ingredients and labor directly affect our operations. Most of our leases provide for cost-of-living adjustments and require us to pay taxes, insurance and maintenance expenses, all of which are subject to inflation. Additionally, our future lease costs for new facilities may include potentially escalating costs of real estate and construction. There is no assurance that we will be able to pass on increased costs to our customers.

Depreciation expense is based on the historical cost to us of fixed assets, and is therefore potentially less than it would be if it were based on current replacement cost. While property and equipment acquired in prior years will ultimately have to be replaced at higher prices, it is expected that replacement will be a gradual process over many years.

Seasonality

We are subject to seasonal fluctuations in sales, which cause fluctuations in quarterly results of operations. Historically, the strongest sales of our products have occurred during key holidays and the summer vacation season. In addition, quarterly results have been, and in the future are likely to be, affected by the timing of new store openings and sales of franchises. Because of the seasonality of our business and the impact of new store openings and sales of franchises, results for any quarter are not necessarily indicative of results that may be achieved in other quarters or for a full fiscal year.

Item 3. Quantitative and Qualitative Disclosures about Market Risk

As a smaller reporting company, we are not required to provide the information required by this Item.

Item 4. Controls and Procedures

Evaluation of Disclosure Controls and Procedures

We maintain disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) under the Exchange Act) that are designed to ensure that material information relating to us is made known to the officers who certify as to our financial reports and to other members of senior management and the Board of Directors. These disclosure controls and procedures are designed to ensure that information required to be disclosed in our reports that are filed or submitted under the Exchange Act, are recorded, processed, summarized, and reported within the time periods specified in the Securities and Exchange Commission's rules and forms. Disclosure controls and procedures include, without limitation, controls and procedures designed to ensure that information required to be disclosed by an issuer in the reports that it files or submits under the Exchange Act is accumulated and communicated to our management, including our principal executive and principal financial officers, or persons performing similar functions, as appropriate to allow timely decisions regarding required disclosure.

Management, with the participation of our Chief Executive Officer and Chief Financial Officer, conducted an evaluation of the effectiveness of our disclosure controls and procedures. Based upon this evaluation, our Chief Executive Officer and Chief Financial Officer concluded that our disclosure controls and procedures are effective as of May 31, 2021.

Changes in Internal Control over Financial Reporting

There were no changes in our internal control over financial reporting that occurred during the quarter ended May 31, 2021 that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

PART II. OTHER INFORMATION

Item 1. Legal Proceedings

The Company is party to various legal proceedings arising in the ordinary course of business from time to time. Management believes that the resolution of these matters will not have a material adverse effect on the Company's financial position, results of operations or cash flows.

Item 1A. Risk Factors

In addition to the other information set forth in this Quarterly Report on Form 10-Q, you should carefully consider the factors discussed in Part 1, "Item 1A. Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. There have been no material changes in our risk factors from those disclosed in our Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

Issuer Purchases of Equity Securities

None.

Item 3. Defaults Upon Senior Securities

None.

Item 4. Mine Safety Disclosures

Not applicable.

Item 5. Other Information

None.

Item 6. Exhibits

- 3.1 Amended and Restated Certificate of Incorporation of Rocky Mountain Chocolate Factory, Inc., a Delaware corporation (incorporated by reference to Exhibit 3.1 to the Current Report on Form 8-K filed on March 2, 2015).
- 3.2 Certificate of Designations of Series A Junior Participating Preferred Stock, Par Value \$0.001 Per Share, of Rocky Mountain Chocolate Factory, Inc., a Delaware corporation (incorporated by reference to Exhibit 3.2 to the Current Report on Form 8-K filed on March 2, 2015).
- 3.3 Second Amended and Restated Bylaws of Rocky Mountain Chocolate Factory, Inc., a Delaware corporation (incorporated by reference to Exhibit 3.1 to the Current Report on Form 8-K filed on December 6, 2019).
- 31.1* Certification Filed Pursuant To Section 302 Of The Sarbanes-Oxley Act of 2002.
- 32.1** Certification Furnished Pursuant To Section 906 of The Sarbanes-Oxley Act of 2002.
- 101.INS *XBRL Instance Document.
- 101.SCH*XBRL Taxonomy Extension Schema Document.
- 101.CAL*XBRL Taxonomy Extension Calculation Linkbase Document.
- 101.DEF*XBRL Taxonomy Extension Definition Linkbase Document.
- 101.LAB*XBRL Taxonomy Extension Label Linkbase Document.
- 101.PRE*XBRL Taxonomy Extension Presentation Linkbase Document.

^{*} Filed herewith.

^{**} Furnished herewith.

Signature

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 thereunto duly authorized.

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. (Registrant)

Date: July 15, 2021 /s/ Bryan J. Merrym

/s/ Bryan J. Merryman
Bryan J. Merryman, Chief Executive Officer,
Chief Financial Officer, Treasurer and Director

Certification Pursuant To Section 302 Of The Sarbanes-Oxley Act of 2002

- I, Bryan J. Merryman, certify that:
- 1. I have reviewed this quarterly report on Form 10-Q of Rocky Mountain Chocolate Factory, Inc.;
- 2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
- 3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
- 4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
 - a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
 - d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
- 5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
 - a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
 - b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: July 15, 2021 /s/ Bryan J. Merryman

Bryan J. Merryman, President, Chief Executive Officer, Chief Financial Officer, Treasurer and Chairman of the Board of Directors (Principal Executive and Financial Officer)

CERTIFICATION PURSUANT TO SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002 (18 U.S.C. SECTION 1350)

In connection with the Quarterly Report of Rocky Mountain Chocolate Factory, Inc. (the "Company") on Form 10-Q for the quarterly period ended May 31, 2021 as filed with the Securities and Exchange Commission on the date hereof (the "Report"), the undersigned officer of the Company certifies, in his capacity as such, pursuant to 18 U.S.C. 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that to his knowledge:

- (1) The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934, as amended; and
- (2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Dated: July 15, 2021

By /s/ Bryan J. Merryman

Bryan J. Merryman, President, Chief Executive Officer, Chief Financial Officer, Treasurer and Chairman of the Board of Directors (Principal Executive and Financial Officer)