

ROCKY MOUNTAIN CHOCOLATE FACTORY INC
Form 8-K
July 15, 2014

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 15, 2014

Rocky Mountain Chocolate Factory, Inc.

(Exact name of registrant as specified in its charter)

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Colorado 0-14749 84-0910696
(State or other jurisdiction (Commission (IRS Employer
of incorporation) File Number) Identification No.)

265 Turner Drive

Durango, Colorado 81303

(Address, including zip code, of principal executive offices)

Registrant's telephone number, including area code: (970) 259-0554

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02 Results of Operations and Financial Condition.

The Company has issued a press release dated July 15, 2014 concerning its first quarter ended May 31, 2014. The press release includes information regarding its results of operations and financial condition for the quarter and year to date, and is furnished as an exhibit to this Form 8-K.

Item 7.01 Regulation FD Disclosure.

The Company has issued press releases announcing a stock repurchase program and has elected to furnish the press releases as exhibits to this form 8-K.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibit

| <u>Item</u> | <u>Exhibit</u> |
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| 99.1 | Press Release dated July 15, 2014. |
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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.

Date: July 15, 2014

By: /s/ Bryan J. Merryman
Bryan J. Merryman, Chief Operating
Officer,
Chief Financial Officer, Treasurer
and Director

INDEX TO EXHIBITS

Item
Number **Exhibit**

99.1 Press Release dated July 15, 2014.