

ROCKY MOUNTAIN CHOCOLATE FACTORY INC

Form 8-K

July 10, 2012

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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 10, 2012

Rocky Mountain Chocolate Factory, Inc.  
(Exact name of registrant as specified in its charter)

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

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))
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Item 2.02 Results of Operations and Financial Condition.

The Company has issued a press release dated July 10, 2012 concerning its quarter ending May 31, 2012. The press release includes information regarding its results of operations and financial condition for the quarter and year, and is furnished as an exhibit to this Form 8-K.

Item 9.01 Financial Statements and Exhibits.

|      | (c) | Exhibits                           |
|------|-----|------------------------------------|
| Item |     | Exhibit                            |
| 99.1 |     | Press Release dated July 10, 2012. |

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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 10, 2012

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

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INDEX TO EXHIBITS

| Item<br>Number | Exhibit                            |
|----------------|------------------------------------|
| 99.1           | Press Release, dated July 10, 2012 |