

ROCKY MOUNTAIN CHOCOLATE FACTORY INC

Form 8-K

September 28, 2004

**Table of Contents**

---

---

**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): September 28, 2004

**Rocky Mountain Chocolate Factory, Inc.**

*(Exact name of registrant as specified in its charter)*

Colorado  
*(State or other jurisdiction  
of incorporation)*

0-14749  
*(Commission  
File Number)*

84-0910696  
*(IRS Employer  
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

---

---

---

**TABLE OF CONTENTS**

Item 2.02 Results of Operations and Financial Condition.

Item 7.01 Regulation FD Disclosure.

Item 9.01 Financial Statements and Exhibits.

SIGNATURE

INDEX TO EXHIBITS

Press Release

---

**Table of Contents**

**Item 2.02 Results of Operations and Financial Condition.**

The Company has issued a press release for the three months ending August 31, 2004. The press release includes information regarding results of operations and financial condition for the quarter.

**Item 7.01 Regulation FD Disclosure.**

The Company has issued a press release announcing a future increase to its quarterly cash dividend and has elected to file the press release as an exhibit to this form 8-K.

**Item 9.01 Financial Statements and Exhibits.**

(c) Exhibits

<u>Item</u>	<u>Exhibit</u>
99.1	Press Release dated September 28, 2004.

**Table of Contents**

**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: September 28, 2004

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

3

---

**Table of Contents**

**INDEX TO EXHIBITS**

<b>Item Number</b>	<b>Exhibit</b>
99.1	Press Release, dated September 28, 2004