

ROCKY MOUNTAIN CHOCOLATE FACTORY INC

Form 8-K

May 06, 2004

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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): May 5, 2004

**Rocky Mountain Chocolate Factory, Inc.**

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

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

265 Turner Drive  
Durango, Colorado 81303  
*(Address, including zip code, of principal executive offices)*

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

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Item 12. Results of Operations and Financial Condition.

Item 7. Financial Statements and Exhibits.

SIGNATURE

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Press Release

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**Item 12. Results of Operations and Financial Condition.**

The Company has issued a press release for the year ending February 29, 2004. The press release includes amounts determined in accordance with Generally Accepted Accounting Principles (GAAP) as well as some amounts which were not determined in accordance with GAAP. Non-GAAP measures include net income before provision for loss on accounts and notes receivable and related foreclosure costs related to the insolvency of a single franchisee.

**Item 7. Financial Statements and Exhibits.**

(c) Exhibits

<b>Item</b>	<b>Exhibit</b>
99.1	Press Release, dated May 5, 2004.

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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.

Date: May 6, 2004

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC.

By: /s/ Bryan J. Merryman

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Bryan J. Merryman, Chief Operating  
Officer, Chief Financial Officer,  
Treasurer and Director

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<b>Item Number</b>	<b>Exhibit</b>
99.1	Press Release, dated May 5, 2004