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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 13, 2008

**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

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 8.01 Other Events.**

The Company has issued a press release announcing the appointment of two new executive officers and has elected to furnish the press release as an exhibit to this form 8-K.

**Item 9.01 Financial Statements and Exhibits.**

(c) Exhibits

Item

Exhibit

99.1

Press Release dated May 8, 2008.

**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: May 13, 2008

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 May 8, 2008

For Immediate Release

## **ROCKY MOUNTAIN CHOCOLATE FACTORY ANNOUNCES APPOINTMENT OF NEW EXECUTIVE OFFICERS**

DURANGO, Colorado (May 8, 2008)--Rocky Mountain Chocolate Factory, Inc. (Nasdaq/GM "RMCF"), which franchises gourmet chocolate and confection stores and manufactures an extensive line of premium chocolates and other confectionery products, today announced the appointment of two new officers to its management team.

Donna Coupe has been hired as Vice President of Franchise Support at the Company. The appointment is effective June 1, 2008.

Ms. Coupe has over 16 years prior experience with Rocky Mountain Chocolate Factory, during which time she served as retail store manager, field consultant and Director of Franchisee Support. "Donna has been a tremendous asset to the Company in the past and is well respected within the franchisee system," said Frank Crail, President and Chief Executive Officer of Rocky Mountain Chocolate Factory, Inc. "It's great to have her rejoin the Company and its executive team as we prepare to take franchise support to the next level."

The Company also announced the promotion of Jeremy Kinney to the position of Vice President of Finance. The promotion is effective immediately. Mr. Kinney has approximately nine years of experience with Rocky Mountain Chocolate Factory and has held a variety of operational and financial positions, including Director of Retail Operations and Operations Analysis, and Corporate Controller. "I am pleased to welcome Jeremy to the executive management team and to recognize his extensive contributions to the Company in the past," stated Bryan J. Merryman, the Company's Chief Operating Officer and Chief Financial Officer. "Jeremy has served the Company in almost every aspect of our business and this promotion is well-deserved."

### **About Rocky Mountain Chocolate Factory, Inc.**

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchisor of gourmet chocolate and confection stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company's common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

For Further Information, Contact Bryan J. Merryman, COO/CFO at (970) 259-0554