

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Rocky Mountain Chocolate Factory, Inc.

Form: DEFA14A

Date Filed: 2017-07-05

Corporate Issuer CIK: 1616262

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No. __)

	by the Registrant [X] I by a Party other than the Registrant []
Chec [] [] [] [X] []	ck the appropriate box: Preliminary Proxy Statement Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) Definitive Proxy Statement Definitive Additional Materials Soliciting Material under § 240.14a-12
	ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. (Name of Registrant as Specified in its Charter)
	(Name of Person(s) Filing Proxy Statement, if other than the Registrant)
Payr	ment of Filing Fee (Check the appropriate box):
[X]	No fee required.
[] (1)	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. Title of each class of securities to which transaction applies:
(2)	Aggregate number of securities to which transaction applies:
(3) calcu	Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is lated and state how it was determined):
(4)	Proposed maximum aggregate value of transaction:
(5)	Total fee paid:
[]	Fee paid previously with preliminary materials.
[] (1)	Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing. Amount Previously Paid:
(2)	Form, Schedule or Registration Statement No.:
(3)	Filing Party:
(4)	Date Filed:



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Electronic Voting Instructions Available 24 hours a day, 7 days a week!

Instead of mailing your proxy, you may choose one of the voting methods outlined below to vote your proxy.

VALIDATION DETAILS ARE LOCATED BELOW IN THE TITLE BAR. Proxies submitted by the Internet or telephone must be received by 1:00 a.m., Mountain Time, on August 18, 2017.



Vote by Internet

- · Go to www.envisionreports.com/RMCF
- Or scan the QR code with your smartphone
- · Follow the steps outlined on the secure website

Vote by telephone

- Call toll free 1-800-652-VOTE (8683) within the USA, US territories & Canada on a touch tone telephone
- · Follow the instructions provided by the recorded message

Using a black ink pen, mark your votes with an X as shown in this example. Please do not write outside the designated areas.



		_	_	
Annual	Meeting	Proxy	Card	

ADD 2 ADD 3 ADD 4

ADD 5 ADD 6

(1234 5678 9012 345)

▼ IF YOU HAVE NOT VOTED VIA THE INTERNET OR TELEPHONE, FOLD ALONG THE PERFORATION, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE. ▼

Proposals — The Board of Directors recommends a vote <u>FOR</u> all the nominees listed and <u>FOR</u> Proposals 2 and 3.							
. Election of Directors Nominees:	+						
For Withhold	For Withhold						
11 - Franklin E. Crail	04 - Brett P. Seabert						
12 - Lee N. Mortenson	05 - Clyde Wm. Engle						
13 - Bryan J. Merryman	06 - Scott G. Capdevielle						
2. Ratification of the appointment of EKS&H LLLP as the Company's independent registered public accounting firm for the fiscal year ending February 28, 2018.	t Abstain 3. Advisory vote to approve the compensation of the Company's named executive officers. For Against Abstain						
Each of the above-named attorneys and proxies (or his or her substitute) is authorized to vote in his or her discretion upon such other business as may properly come before the meeting or any adjournment thereof.							
B Non-Voting Items Change of Address — Please print new address below.							
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IF VOTING BY MAIL. YOU MUST COMPLETE SECTIONS A - C ON BOTH SIDES OF THIS CARD.							



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