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Rocky Mountain Chocolate Factory and Miraculous Corp Unveil Limited-Edition Miso Caramel Apple

Exclusive collaboration debuts RMCF's first-ever Miso Caramel, with only 250 available per participating store

DURANGO, Colo., Sept. 16, 2026 (GLOBE NEWSWIRE) -- Rocky Mountain Chocolate Factory, Inc. (Nasdaq: RMCF) (the "Company" or "RMCF"), America's Chocolatier® since 1981, today announced an exclusive limited-edition collaboration with Miraculous Corp's Miraculous: Tales of Ladybug & Cat Noir, bringing the globally recognized entertainment franchise to select Rocky Mountain Chocolate Factory locations with a new limited-edition caramel apple.

Available September 15 through October 31, 2026, while supplies last, the Miraculous® Miso Caramel Apple features a Miso Caramel formulation developed exclusively for Miraculous®, marking the first time Rocky Mountain Chocolate Factory has offered the flavor in its stores. Only 250 Miraculous® Miso Caramel Apples will be available at each participating Rocky Mountain Chocolate Factory location, presented in exclusive limited-edition Miraculous® packaging.



A New Take on an RMCF Icon

The Miraculous® Miso Caramel Apple features a crisp apple dipped in Rocky Mountain Chocolate Factory's new Miso Caramel. One half is finished with crunchy salted pretzel pieces, while the other is left smooth to showcase the Miso Caramel itself. The half-and-half design takes inspiration from Marinette's transformation into Miraculous Ladybug, representing the progression from the everyday to the extraordinary. The combination brings together sweet, salty, and savory flavors in a distinctive interpretation of one of Rocky Mountain Chocolate Factory's most recognizable products. The launch also taps into a growing sweet-and-savory flavor trend. Yelp's January 2026 Trend Tracker reported that searches for "miso caramel" increased 107% year-over-year.

"We see collaborations like Miraculous® as an exciting way to introduce Rocky Mountain Chocolate Factory to new audiences while creating something unexpected for guests who already know and love us," said David Denker, Chief Operating Officer of Rocky Mountain

Chocolate Factory. “We wanted this Miraculous® collaboration to feel truly special, not simply like another seasonal product. Our team created a completely new flavor, bringing together sweet, salty and savory flavors in a way our guests have never experienced at RMCF. Even the design of the apple tells part of the story. From the flavor and texture to the limited-edition packaging and in-store experience, we wanted every element to feel intentional, fun to discover, and connected to the world of Miraculous®.”

Ashley Depp, Miraculous Corp.’s Senior Vice President of Marketing & Franchise, added, “Miraculous® has always celebrated the idea that heroes can be found in everyday life, and that even an ordinary moment can become something extraordinary. This collaboration with Rocky Mountain Chocolate Factory brings that spirit to life, giving families and fans a chance to share a treat, discover something new, and create their own Miraculous moment together.”

Innovation Meets Experiential Retail

For Rocky Mountain Chocolate Factory, the collaboration reflects a broader focus on developing new partnerships that create excitement and in-store experiences that invite new audiences and give existing fans another reason to visit. The Miraculous® activation combines product innovation and storytelling with the sights, smells, tastes and live candy-making theater that have defined Rocky Mountain Chocolate Factory for more than four decades. The franchise is also a global digital powerhouse, with 53 million subscribers and 55 billion lifetime views across more than 50 official YouTube channels. On TikTok, the brand boasts more than 1 billion views and 7 million followers.

Guests can follow Rocky Mountain Chocolate Factory and Miraculous social channels for product reveals, participating locations, in-store content and additional updates throughout the collaboration.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc. is a leading franchisor, manufacturer and retailer of premium chocolates and other confectionery products. As America’s Chocolatier® since 1981, the Company produces an extensive assortment of premium chocolates, gourmet caramel apples and other handcrafted confections. Headquartered in Durango, Colorado, Rocky Mountain Chocolate Factory is ranked among Entrepreneur’s Franchise 500® for 2026. Together with its franchisees and licensees, the Company operates approximately 250 Rocky Mountain Chocolate Factory locations across the United States and internationally. The Company’s common stock is listed on the Nasdaq Global Market under the symbol “RMCF.”

About Miraculous Corp

Miraculous Corp is the groundbreaking joint venture between Mediawan and ZAG established in 2024 to unite all facets of the globally acclaimed Miraculous® franchise. Headquartered in the United States, and with a creative studio based in Paris, Miraculous Corp oversees the franchise’s creative vision and commercial strategy to expand the Miraculous universe and its global footprint, ushering in a new era of iconic characters and captivating narratives.

Driven by a mission to inspire future heroes to change the world, Miraculous Corp creates stories that empower and engage kids and family audiences everywhere. The company’s

dynamic portfolio includes the flagship property Miraculous: Tales of Ladybug & Cat Noir. Season seven is in production for a late 2026 launch, and a theatrical feature is in development, produced by John Cohen (Despicable Me). The portfolio also includes the Miraculous® Chibi (52 x 3'), as well as Miraculous® Stellar Force (26 x 22'), the first original spin-off series in the Miraculous® universe.

Mediawan is Europe's premier independent production powerhouse led by Pierre-Antoine Capton, known for acclaimed titles such as Miraculous, Adolescence, Call My Agent, 3 Body Problem, HIP, The Count of Monte Cristo, and Rhythm and Flow. ZAG, the innovative independent animation studio led by Jeremy Zag, has gained global recognition for creating the ZAG HEROEZ label, including Miraculous and Ghostforce.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding future operational initiatives, strategic priorities, product innovation, franchise growth, and shareholder value creation. These forward-looking statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied. These risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q. The Company undertakes no obligation to update any forward-looking statements except as required by applicable law.

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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/7b1c4c2b-7f85-40a9-93cc-a13b6c6a7186>



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