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Rocky Mountain Chocolate Factory CEO Rob Sarlls Will Represent Company at 2022 Sweets & Snacks Expo May 24–26 in Chicago

DURANGO, CO / ACCESSWIRE / May 23, 2022 /Rocky Mountain Chocolate Factory, Inc. (NASDAQ:RMCF) (the "Company" or "RMCF"), today announced that Rob Sarlls, who joined the Company as CEO on May 9, 2022, will be attending the Sweets and Snacks Expo in Chicago this week. The event runs from May 24-26.

"Sweets & Snacks is the premier event for the confectionery industry," Sarlls noted. "It's the one place to observe and share insights across the spectrum of the industry's latest products, business planning, and merchandising innovations under one roof. I look forward to meeting with industry leaders, including our suppliers, to connect on the challenges and opportunities in today's ever changing business environment."

Sarlls, who recently served as Chairman of SNAC International, the leading international trade association for the snack industry, intends to further boost the Company's presence at this and similar events sponsored by The National Confectioners Association (NCA). "I understand and appreciate the value NCA delivers to its members and the confectionery industry. Between its strong industry advocacy, mentorship programs, and charitable efforts, NCA is a model association that fosters success for its members and the broader community. RMCF will increasingly look to NCA and its vast resources to enhance our business, most especially the consumer experience with our franchisees."

About NCA

The National Confectioners Association is the leading trade organization for the U.S. confectionery industry, which generates more than \$37 billion in retail sales each year. Making chocolate, candy, gum and mints, the industry employs nearly 58,000 workers in more than 1,600 manufacturing facilities across all 50 states. NCA advocates for an environment that enables candy makers to thrive and work to ensure that chocolate and candy are celebrated for their contributions to culture, society, the economy and everyday moments of joy.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate, confection and self-serve frozen yogurt stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company, its subsidiaries and its franchisees and licensees operate more than 325 Rocky Mountain Chocolate Factory and self-serve frozen yogurt stores across the

United States, South Korea, Qatar, the Republic of Panama, and The Republic of the Philippines. The Company's common stock is listed on the Nasdaq Global Market under the symbol "RMCF."

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Forward-Looking Statements

This press release includes statements of the Company's expectations, intentions, plans and beliefs that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are intended to come within the safe harbor protection provided by those sections. These forward-looking statements involve various risks and uncertainties. The nature of the Company's operations and the environment in which it operates subjects it to changing economic, competitive, regulatory and technological conditions, risks and uncertainties. The statements, other than statements of historical fact, included in this press release are forward-looking statements. Many of the forward-looking statements contained in this press release may be identified by the use of forward-looking words such as "will," "intend," "believe," "expect," "anticipate," "should," "plan," "estimate," "potential," or similar expressions. Factors which could cause results to differ include, but are not limited to: the impact of the COVID-19 pandemic and global economic conditions on the Company's business, including, among other things, disruptions to our supply chain, including, but not limited to, raw materials and freight costs, the availability of qualified labor, online sales, factory sales, retail sales and royalty and marketing fees, the Company's liquidity, the Company's cost cutting and capital preservation measures, achievement of the anticipated potential benefits of the strategic alliance with Edible, the ability to provide products to Edible under the strategic alliance, Edible's ability to increase the Company's online sales through the agreements with Edible, the outcome of legal proceedings initiated against Immaculate Confections, the operator of RMCF locations in Canada, changes in the confectionery business environment, seasonality, consumer interest in the Company's products, general economic conditions, the success of the Company's frozen yogurt business, receptiveness of the Company's products internationally, consumer and retail trends, costs and availability of raw materials, competition, the success of the Company's co-branding strategy, the success of international expansion efforts and the effect of government regulations. Government regulations which the Company and its franchisees and licensees either are, or may be, subject to and which could cause results to differ from forward-looking statements include, but are not limited to, local, state, and federal laws regarding health, sanitation, safety, building and fire codes, franchising, licensing, employment, manufacturing, packaging and distribution of food products and motor carriers. For a detailed discussion of the risks and uncertainties that may cause the Company's actual results to differ from the forward-looking statements contained herein, please see the section entitled "Risk Factors" contained in Item 1A. of the Company's Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. Additional factors that might cause such differences include, but are not limited to: the length and severity of the current COVID-19 pandemic and its effect on among other things, factory sales, retail sales, royalty and marketing fees and operations, the effect of any governmental action or mandated employer-paid benefits in response to the COVID-19 pandemic, and the Company's ability to manage costs and reduce expenditures in the

current economic environment and the availability of additional financing if and when required. These forward-looking statements apply only as of the date hereof. As such they should not be unduly relied upon for more current circumstances. Except as required by law, the Company undertakes no obligation to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this press release or those that might reflect the occurrence of unanticipated events.

SOURCE: Rocky Mountain Chocolate Factory, Inc.

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