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Rocky Mountain Chocolate Factory Appoints David Denker as Chief Operating Officer

Expanded leadership role strengthens focus on production, merchandising, operational excellence, franchise support and sustainable growth

DURANGO, Colo., Aug. 24, 2026 (GLOBE NEWSWIRE) -- Rocky Mountain Chocolate Factory, Inc. (Nasdaq: RMCF) (the “Company” or “RMCF”), America’s Chocolatier® since 1981, today announced the appointment of David Denker, CFE, as Chief Operating Officer.

Mr. Denker, who has served as Vice President of Franchise Development since joining RMCF in 2025, will assume broader responsibility for the Company’s operations, including its Durango manufacturing and production operations, franchise operations and franchise development.

While leading franchise development, Mr. Denker has contributed to the Company’s new store openings, remodels and omnichannel strategies. In his expanded role, he will focus on driving continuous improvement across the organization and building the operating infrastructure necessary to support RMCF’s long-term growth strategy.

Mr. Denker’s key priorities will include:

- Improving production consistency, capacity, efficiency and product availability while maintaining the quality and craftsmanship that have defined RMCF;
- Creating greater alignment across product development, vendor strategy and sourcing, merchandising, marketing and the experience delivered to guests across the brand; and
- Advancing the Company’s experiential retail, new store, remodel and omnichannel strategies, including in-store, digital ordering, delivery, catering and other channels.

“David’s impact at Rocky Mountain Chocolate Factory has extended well beyond franchise development,” said Al Harper, Interim Chief Executive Officer of Rocky Mountain Chocolate Factory. “He has played an important role in shaping our strategic plan and has a strong understanding of what our franchise partners need to be successful. David brings an operator’s mindset, extensive franchise experience and a strong focus on turning strategy into action. As we move into our next phase, execution is critical, and expanding David’s leadership creates greater alignment between our factory in Durango, our franchise system, our stores and ultimately the experience we deliver to our guests.”

"Our opportunity is to connect all parts of the business around a common operating rhythm and a culture of continuous improvement," said Mr. Denker. "That means asking every day how we can operate more efficiently and better support our franchise partners. Rocky Mountain Chocolate Factory is an iconic brand with a passionate franchise community and a team in Durango that takes tremendous pride in the products we make. Our responsibility is to build on those strengths while preserving the craftsmanship, experiential retail and innovation that make Rocky Mountain Chocolate Factory special."

About David Denker
Prior to joining RMCF, Mr. Denker served as President and Chief Growth Officer of Cookie Plug, where his responsibilities included franchise growth and initiatives across operations, training, marketing and loyalty. Previously, Mr. Denker spent approximately a decade with The Vitamin Shoppe, where he designed and launched the company's omnichannel franchise program and negotiated international licensing agreements that supported the opening of more than 30 locations across international markets. Mr. Denker holds a Bachelor of Science in Business Administration from the University of Vermont and is a Certified Franchise Executive.

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."

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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