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Contact:
Karen Edwards
karen@maudborup.com
651.260.8062

Rocky Mountain Chocolate Factory® Finalizes Exclusive Agreement with Maud Borup Inc.™ for Premium Hot Cocoa Mixes

Walmart® Selects Rocky Mountain Chocolate Factory Cocoa Mixes for Nationwide Roll Out

(Minneapolis, MN) November 18, 2014– Maud Borup Inc. and Rocky Mountain Chocolate Factory today announce an agreement that grants Maud Borup the exclusive rights to package and distribute Rocky Mountain Chocolate Factory hot cocoa mixes to mass, specialty, grocery, drug, and club stores in the United States.

In the initial roll-out, consumers can purchase Rocky Mountain Chocolate Factory gourmet hot cocoa mixes that are certified kosher in three indulgent, natural flavors – chocolate, vanilla, and peppermint – as everyday items in the warm beverage aisle at Walmart stores throughout the U.S. Each box contains six individual pouch servings. In addition, ShopKo® will carry a holiday collection gift set that includes an assortment of all three flavors totaling eighteen individual pouch servings.

“We are very selective when choosing a partner to represent our brand,” comments Ed Dudley, Sr. VP Sales & Marketing, Rocky Mountain Chocolate Factory. “Maud Borup was a perfect choice because of their great reputation in the industry and commitment to high product quality standards.”

“It is such a natural fit. Both companies started from one person’s dream of staying true to down home values, quality ingredients, and traditional methods to produce the finest gourmet confections,” said Christine Lantinen, President, Maud Borup. “This agreement allows us to fulfill consumer demand for premium cocoa mixes at an affordable price.”

Retailers can contact Maud Borup for more information about immediate shipment of Rocky Mountain Chocolate Factory cocoa mixes for fall, holiday, or as an everyday item.

About Maud Borup Inc.

Maud Borup is a privately-held, woman-owned, Minnesota-based wholesale confections company specializing in gourmet candy, savory snacks, creative baking kits, beverage mixes, and seasonal food gifts that whisk you back to memories of Grandma’s favorite recipes and Mom’s special treats. Maud Borup designs and manufactures licensed, branded, and private-label products supported by an in-house design and merchandising team with over 40 years in the specialty food gift industry. Maud Borup supplies mass and specialty retailers as well as grocery, club and drug stores with every day and seasonal assortments designed to fit their store needs and customer preferences.

In 2011, Maud Borup announced **eco eggs**®, an environmentally-friendly division producing the first 100% renewable, BPA-free plastic Easter eggs made in the USA from plants. In 2012, Maud Borup added to its line of eco-friendly products with **eco grass**®, made from 100% recycled and recyclable crinkle-cut paper in three colors. Maud Borup and **eco eggs** were founded on business practices that respect employees, the environment, and the earth. Visit www.maudborup.com and www.ecoeggs.com.

About Rocky Mountain Chocolate Factory

Rocky Mountain Chocolate Factory is an international franchisor, confectionery manufacturer and retail operator in the United States, Canada, Japan, South Korea, the Kingdom of Saudi Arabia and the United Arab Emirates. The company is based in the charming old-west town of Durango located on the western slope of the Rocky Mountains in southwestern Colorado. From its 53,000 square foot factory, the company manufactures an extensive line of premium chocolate candies and other confectionery products to supply its many franchise locations, delivered fresh by its fleet of refrigerated trucks.

The factory typically produces approximately 300 chocolate candies and other confectionery products, using proprietary recipes developed primarily by its master candy maker. These products include many varieties of clusters, caramels, creams, meltaways, truffles and molded chocolates. Individual stores prepare a variety of caramel and candy apples, fudge, chocolate items and confections in full view of the customer using traditional cooking utensils such as copper kettles on gas-fired stoves and marble slab cooling tables. In 1985 the company went public and is now traded on the Nasdaq Global Market under the symbol "RMCF."

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