

Rocky Mountain Chocolate, Cold Stone to test co-branding

DURANGO, COLO. — Rocky Mountain Chocolate Factory, Inc. and Cold Stone Creamery have signed a non-binding letter of intent to negotiate a test license agreement, which includes terms of co-branding.

With the proposed agreement, seven franchised stores would be co-branded with both the Rocky Mountain Chocolate Factory and the Cold Stone Creamery brands. Rocky Mountain will choose four of the test stores and Cold Stone will choose three. The test will be for a period of 90 days.

“We are delighted to have the possibility to enter into a co-branding test with Cold Stone Creamery,” said Bryan Merryman, chief operating officer of Rocky Mountain Chocolate Factory. “A number of our franchises in different markets have been successful in offering ice cream products on their store menus. We believe Cold Stone Creamery has developed a brand awareness and reputation for product quality that complements Rocky Mountain Chocolate Factory’s gourmet chocolate and confectionery product line and meets our customer expectations.”

Dan Been, president of Cold Stone, said the company hopes to increase year-round traffic at its stores by combining Cold Stone’s experience in retail ice cream and Rocky Mountain’s gourmet chocolate offerings. **FBM**

