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Put on Your Lederhosen! Red Robin Debuts New Oktoberfest Bürger for a Limited Time Only

Casual dining chain also asks burger lovers to "Answer the Call" with YUMMM™ commercial

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- Get out your best lederhosen and prepare for a one-of-kind Oktoberfest-inspired feast. Now through November 6, Red Robin – the gourmet burger expert for more than 40 years – is featuring The Oktoberfest Bürger – a toasted pretzel bun slathered with beer mustard and topped with a fire-grilled beef patty, melted Swiss cheese, beer-mustard sautéed onions, Black Forest ham and green leaf lettuce. Pair that with Sweet Potato Fries served with sweet and spicy ketchup for dipping, and this Bavarian feast just piles on the YUMMM™.

"The upcoming fall season was the inspiration behind this burger because the flavors are reminiscent of fall days and tailgating – grilling at a football game, eating hot pretzels with mustard, and enjoying a beer," said Red Robin's executive chef Dave Woolley. "I took those flavors and made that into a burger that would be a perfect option for our burger-loving guests."

To support the new burger, Red Robin will launch its latest advertising campaign based on the casual dining chain's popular and memorable mnemonic, "Red Robin, YUMMM™," from Sept. 19 through Oct. 17. During this time, the Oktoberfest Bürger will be available for \$6.99. As part of the campaign, consumers will experience "YUMMM" through the following mediums:

- A [TV ad](#), airing during shows, including "Good Morning America," "Entertainment Tonight" and "Inside Edition" as well as on cable television networks such as Comedy Central, TBS and USA that features a police captain arriving at a busy crime scene. Police have been unable to locate a fugitive, and the police captain successfully finds the suspect by yelling into a megaphone, "Red Robin," to which the fugitive pops out from a manhole and responds, "YUMMM."
- Digital Video Ads to educate viewers about The Oktoberfest Bürger and additional LTO items. The ads will run on a combination of video sites and mobile video apps, like ABC news and USA Today.

Red Robin will also be releasing the latest edition of their Drinks and Desserts Menu featuring Sam Adams® Seasonal beers as well as introducing a regional beer program across the country where a local beer – in eight U.S. regions – will be featured on the menu. For example, all Colorado, Nevada and Arizona corporate-owned restaurants are featuring Ranger™ IPA from New Belgium® Brewing Company. The menu will also include Red

Robin's newest dessert, the Nestlé® Toll House® Cookie Sundae. The sundae includes a warm chocolate chip cookie and scoop of vanilla ice cream drizzled with caramel and gooey hot fudge with a helping of whipped cream and a cherry on top and is available for \$3.49.

For more information on the Oktoberfest Bürger and Red Robin's other limited time offer items, or to find the restaurant location nearest you, visit www.redrobin.com.

About Red Robin Gourmet Burgers, Inc. (NASDAQ: RRGB)

[Red Robin Gourmet Burgers, Inc.](#), a casual dining restaurant chain founded in 1969 that operates through its wholly owned subsidiary, Red Robin International, Inc., has been serving up wholesome, fun dining experiences in a family-friendly environment for more than 40 years. Red Robin, the "Smiling Burger®" expert, is famous for serving more than two dozen high-quality, Honest to Goodness® gourmet burgers with Bottomless Steak Fries®, as well as a wide variety of salads, sandwiches, wraps, soups, appetizers, entrees and signature Bottomless Beverages™. There are 460 Red Robin® restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... [YUMMM](#)™! Connect with Red Robin on [Facebook](#) and [Twitter](#).

Red Robin Gourmet Burgers
Jamie Winter, 303-846-6108
jwinter@redrobin.com

or

Linhart Public Relations
Robin Zimmerman, 303-951-2559
rzimmerman@linhartpr.com

Source: Red Robin Gourmet Burgers, Inc.