

November 13, 2012



# Red Robin's New Burger Provides Winter Getaway with a Taste of Paradise

## Gourmet Burger Expert Spreads Holiday Cheer with New Menu and Bonus Bucks

GREENWOOD VILLAGE, Colo., Nov. 13, 2012 /PRNewswire/ -- As temperatures drop, Red Robin's newest burger style promises to bring the heat — and a little *bite* of paradise — to guests this holiday season. From now through Dec. 30, Red Robin is offering the Tropical Sunburn Tavern Style, an exciting new burger sure to warm up guests with an exotic combination of jalapenos, grilled pineapple, crunchy mango slaw and cilantro lime mayo.

(Logo: <https://photos.prnewswire.com/prnh/20120522/NY11686LOGO> )

"The Tropical Sunburn Tavern Style offers guests a unique menu item to help escape the stress of winter and ease the hustle and bustle of the holiday season," said Dave Woolley, executive chef of Red Robin. "The tropical ingredients like the tangy grilled pineapple and sweet mango slaw, mixed with the spiciness of jalapenos, will bring a sweet heat to any meal."

And since guests have come to expect the best of both worlds — and seasons — at Red Robin, the Gourmet Burger Expert is also featuring menu items that will warm up the holidays including:

- **Sweet Jim Beam® Bacon Swiss Burger** – Back by popular demand, the Sweet Jim Beam® Bacon Swiss Burger is making its return to the menu. A bourbon-glazed beef patty is topped with Applewood smoked bacon, caramelized bourbon onions and melted Swiss cheese on a garlic-butter toasted brioche bun.
- **Winter Beer Shake** – Building on the excitement of the Octoberfest Milkshake, Red Robin has crafted another seasonal beer shake that's sure to be a fan favorite. Blended with Samuel Adams® Winter Lager, cinnamon spice and a hint of citrus, this frosty treat will warm up 21 and over guests.
- **Gingerbread Shake** – Guests can again experience a winter wonderland with the Gingerbread Shake, mixed with tasty graham cracker crumbs and topped with a gingersnap cookie. For an adult version, guests 21 and older can add a shot of Jim Beam® to their shake.

'Tis the season of giving and Red Robin is thanking guests for purchasing Red Robin gift cards. For each Red Robin gift card purchased in increments of \$25-\$49 through Sunday, Dec. 30, guests will receive a FREE \$5 Bonus Buck. The Bonus Buck can be used from Tuesday, Jan. 1 – Thursday, Feb. 28, 2013, to enjoy any of Red Robin's more than two dozen gourmet burgers, sandwiches, wraps, salads, entrees, or other menu items.

For more information on the holiday menu or to find a restaurant location near you, visit [www.redrobin.com](http://www.redrobin.com).

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

Red Robin Gourmet Burgers, Inc. ([www.redrobin.com](http://www.redrobin.com)), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., is the gourmet burger expert, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. There are more than 470 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](#).

SOURCE Red Robin Gourmet Burgers, Inc.