

July 28, 2014



## Red Robin Gourmet Burgers Celebrates its 500th New Restaurant Opening

**The Gourmet Burger Authority™ extends special offer to Red Robin Royalty™ members in honor of the milestone**

GREENWOOD VILLAGE, Colo., July 28, 2014 /PRNewswire/ --[Red Robin Gourmet Burgers, Inc.](#) (Red Robin) is one week away from a milestone grand opening! Red Robin's 500<sup>th</sup> new restaurant opening will open on Aug. 4 at 11 a.m., in Milpitas, Calif. at the Great Mall of the Bay Area. To celebrate, Red Robin® restaurants nationwide will offer its loyal [Red Robin Royalty](#) members \$5 off a purchase of \$10 or more\* on Aug. 5.



"The 500<sup>th</sup> new restaurant opening is a significant milestone for Red Robin," said Steve Carley, Red Robin's chief executive officer. "Since the brand was founded in 1969, we have grown and expanded throughout the country by creating a unique guest experience through our innovative burgers and extensive bar program."

Red Robin restaurants offer more than two dozen innovative gourmet burgers served with Bottomless Steak Fries® (which means free refills!) and more than 100 different toppings for guests to customize their favorite burger. Some of the most popular burgers are the Royal Red Robin Burger® topped with a fresh fried egg and Red's Tavern Double® with its signature styles, including the Fiery Ghost Style™ that uses the ghost pepper, one of the world's hottest chile peppers. Red Robin introduced the Smoke & Pepper Burger™ nationally in early November 2013, the first of Red Robin's Finest gourmet burger line, and earlier this year expanded with two additional offerings: The D.G.B.™ and the Black & Bleu burger.

While Red Robin has been grilling up gourmet burgers for more than 40 years, the menu

also offers a variety of salads, entrees, soups and wraps made with the freshest ingredients, many of which are made in-house.

Red Robin also offers several signature beverages including Red Robin's Freckled Lemonade<sup>®</sup>, which has been a guest favorite since it was added to the menu more than 20 years ago. The Freckled Lemonade, a refreshing blend of sweet strawberries and tangy Minute Maid<sup>®</sup> Lemonade, is available for \$3.99 and includes free bottomless refills. All Freckled Lemonade sales from Aug. 4 to Aug. 10 at the new restaurant in Milpitas will benefit [Alex's Lemonade Stand Foundation](#). Alex's Lemonade Stand Foundation was created by 4-year-old childhood cancer patient Alexandra "Alex" Scott, who began raising money through her front yard lemonade stand to help doctors on their way to finding cures for all kids with cancer. Alex's mission continues through Alex's Lemonade Stand Foundation.

Along with offering craveable gourmet burgers and signature beverages, Red Robin guests across the country have come to love the restaurant for its:

- Unique [culture](#) that inspires Red Robin team members to consistently put guests' needs first and perform random acts of kindness for others
- Great drink prices all day, every day throughout the entire restaurant, including 79 drink options for under \$5 each
- Red Robin Royalty<sup>™</sup> loyalty program, that provides its members with rewards, including a FREE birthday burger and various additional incentives for dining at Red Robin, as well as other rewards to "surprise and delight" members throughout the year
- Detailed allergen information that is easy to understand

For more information about Red Robin and to find additional restaurant locations, please 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 Authority<sup>™</sup>, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries<sup>®</sup> 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<sup>®</sup> Beverages. Red Robin offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails, recently earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 500 Red Robin<sup>®</sup> restaurants across the United States and Canada, including Red Robin's Burger Works<sup>®</sup> locations and those operating under franchise agreements. Red Robin... YUMMM<sup>®</sup>! Connect with Red Robin on [Facebook](#) and [Twitter](#).

### **About Alex's Lemonade Stand Foundation**

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a

national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$80 million toward fulfilling Alex's dream of finding a cure, funding over 450 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit [AlexsLemonade.org](http://AlexsLemonade.org).

\*Excludes alcohol and gift card purchases.

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