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## Red Robin Gourmet Burgers and Brews Releases First-Ever Burger-Inspired Beer in Collaboration with New Belgium Brewing

### Grilled Pineapple Golden Ale to Debut at Great American Beer Festival

GREENWOOD VILLAGE, Colo., Sept. 26, 2016 /PRNewswire/ -- You can now have your burger and drink it too as [Red Robin Gourmet Burgers and Brews](#) partners with New Belgium to create the Grilled Pineapple Golden Ale! The first-ever special release beer inspired by Red Robin's famous Banzai Burger® will make its debut at the Great American Beer Festival on Oct. 6-8, in Denver. The recipe for the Banzai Burger features a fresh, fire-grilled patty glazed in teriyaki, topped with grilled pineapple, Cheddar, lettuce, tomatoes and mayo on a sesame seed bun. To accurately capture the unique components of the burger, New Belgium developed the beer to complement the burger's teriyaki and pineapple flavor profile.



"Red Robin Gourmet Burgers and Brews continues to build its bar program by exploring craft beers, 'Burger and Brew' pairings and new drinks that incorporate fresh ingredients and new, bold flavors," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "Our collaboration with New Belgium to create the Grilled Pineapple Golden Ale

showcases our creative approach to innovation. We are excited to tap into beer lovers' craving for unique beer offerings and complement the Banzai burger, one of our most popular burgers, in an entirely new and refreshing way!"

The Golden Ale style beer checks in at 5.5% alcohol by volume. New Belgium brewmasters used ginger, brown sugar and black malt to build up the soy and umami notes, followed by a dose of pineapple chunks and a touch of Applewood smoked malt to give the beer a recognizable Banzai Burger finish. After its unveiling at the nation's largest beer festival, the Grilled Pineapple Golden Ale will be served on-tap at Red Robin Gourmet Burgers and Brews restaurants throughout Colo. while supplies last.

"From inspiration to innovation, New Belgium shares a lot of the same passion and commitment as Red Robin," said New Belgium Brewer, Dave Glor. "Partnering with Red Robin to create Grilled Pineapple Golden Ale is a great fit because they feel the same way about their world-class burgers as we do about our world-class beers."

### ***Burger and Brew Sessions***

In addition to releasing the Grilled Pineapple Golden Ale at the Great American Beer Festival, Red Robin will showcase the art of beer and food pairings in two, hour-long sessions at the festival's Beer & Food Pavilion. Admission to each "Burgers and Brews" pairing session is limited to 100 Great American Beer Festival attendees on a first-come, first-served basis.

- **Friday, Oct. 7 at 8:30 p.m.:** Red Robin Gourmet Burgers and Brews' Culinary Manager Karen Kaehler, and Samuel Adams' Brewer and Director of Brewery Programs Jennifer Glanville, will treat attendees to a burger and brew pairing that showcases Red Robin Gourmet Burgers and Brews' Smoke & Pepper burger alongside Samuel Adams Hoppy Red Ale
- **Saturday, Oct. 8 at 7:30 p.m.:** Red Robin Gourmet Burgers and Brews' Culinary Manager Karen Kaehler, and New Belgium Innovation Brewer Dave Glor, will introduce attendees to the Grilled Pineapple Golden Ale and Banzai burger, the signature burger that served as the inspiration for the first-of-its-kind brew

For more information on Red Robin Gourmet Burgers and Brews' Grilled Pineapple Golden Ale brewed in collaboration with New Belgium, visit [www.redrobin.com/great-american-beer-festival.html](http://www.redrobin.com/great-american-beer-festival.html).

### **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., and under the trade name, Red Robin Gourmet Burgers and Brews, is the Gourmet Burger Authority™, 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. Whether a family dining with kids, adults grabbing a drink at the bar or teens enjoying a meal, Red Robin offers an unparalleled experience for its guests. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature 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, earning the restaurant a VIBE Vista Award for Best Beer Program in a Multi-Unit

Chain Restaurant. There are more than 540 Red Robin restaurants across the United States and Canada, including Red Robin Burger Works® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).

### **About New Belgium Brewing**

New Belgium Brewing, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, is recognized as one of Outside Magazine's Best Places to Work and one of the Wall Street Journal's Best Small Businesses. The 100% employee-owned brewery is a Platinum-level Bicycle Friendly Business as designated by the League of American Bicyclists, and one of World Blu's most democratic U.S. businesses, and a Certified B Corp. In addition to Fat Tire, New Belgium brews thirteen year-round beers; Citradelic Tangerine IPA, Ranger IPA, Rampant Imperial IPA, Shift Pale Lager, Slow Ride Session IPA, Snapshot Wheat, Sunshine Wheat, 1554 Black Ale, Blue Paddle Pilsner, Abbey Belgian Ale and Trippel and a gluten-reduced line, Glutiny Pale Ale and Glutiny Golden Ale. Learn more at [www.newbelgium.com](http://www.newbelgium.com).



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