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Red Robin Challenges Milo Ventimiglia to Lose the Bun

The Gourmet Burger Authority™ Will Make \$20,000 Donation to Charity of Choice if Actor Cuts Off Man Bun

GREENWOOD VILLAGE, Colo., Jan. 3, 2017 /PRNewswire/ --[Red Robin Gourmet Burgers and Brews](#) is losing the bun and hopes Milo Ventimiglia does too! To celebrate the launch of the Gourmet Burger Authority's new **Avocado Chicken Wedgie** – a bun-free, lettuce wrapped burger – Red Robin is challenging Ventimiglia to cut off his man bun hairstyle before walking the red carpet on January 8. If the actor takes Red Robin up on its offer, the casual dining restaurant chain will make a \$20,000 donation to the charity of his choice.



"Red Robin's playful spirit is infused into everything we do, especially our new Chicken Avocado Wedgie," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "All eyes will be on Sunday's award show and we hope our loyal guests will join in support of our red carpet-worthy burger by encouraging Milo to lose the bun. We'll be watching closely!"

Red Robin Gourmet Burgers and Brews' newest craveable menu item, Avocado Chicken Wedgie, features a fire-grilled chicken breast, bacon, avocado, tomatoes, red onions and ranch dressings wrapped in a lettuce wedge bun. Guests can visit their nearest Red Robin restaurant now through March 19 to enjoy one during its limited availability. Red Robin also empowers guests to order any of its more than two dozen high-quality burgers "Wedgie Style" and substitute the traditional burger bun for a fresh lettuce wedge wrap all year round.

For more information about Red Robin or to find the nearest Red Robin restaurant, visit www.redrobin.com. To sign up for the Red Robin Royalty™ loyalty rewards program, visit

royalty.redrobin.com.

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

Red Robin Gourmet Burgers, Inc. (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. At Red Robin, burgers are more than just something guests eat; they're a bonding experience that brings together friends and families, kids and adults. 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 Express® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).



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