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## Red Robin Gourmet Burgers and Brews Debuts 1969 Lager and Hop Salt Seasoning at Great American Beer Festival

**The Gourmet Burger Authority™ to Introduce Signature Beer in Restaurants after GABF with Fry Seasoning Slated for 2018**

GREENWOOD VILLAGE, Colo., Oct. 2, 2017 /PRNewswire/ -- Let the festivities begin![Red Robin Gourmet Burgers and Brews](#) (Red Robin) is bringing innovative new offerings to the Denver-based Great American Beer Festival from Oct. 5-7. Attendees to the three-day event will be treated to a first taste of Red Robin's new signature **1969 Lager** prior to its availability on tap in restaurants, and Bottomless Steak Fries® seasoned with the restaurant brand's new, propitiatory **Red Robin Hop Salt** seasoning. Red Robin continues its support for the country's premier beer festival and competition as an official sponsor for the third year in a row.



"Red Robin has been synonymous with great burgers since our first restaurant opened in 1969, but we're also a destination that offers an expansive selection of draft and bottled beer," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "We wanted to build on the positive response from our first burger-inspired beer, which we introduced at last year's festival, and know our 1969 Lager and Red Robin Hop Salt are menu additions that will resonate at the festival and in restaurant."

The 1969 Lager is brewed by New Belgium Brewing. The crisp, easy drinking, golden lager

has a modest 4.7% alcohol by volume and minimal IBU's of 18. It's a highly approachable, palate-friendly beer that packs big flavor to perfectly complement the more than two dozen high-quality gourmet burgers and Bottomless Steak Fries on Red Robin's menu. After its debut at Great American Beer Festival, 1969 Lager will begin to rollout on draft in Red Robin restaurants nationwide.

Beyond the bar, Red Robin will also unveil its Red Robin Hop Salt, a new seasoning developed in conjunction with the Boston Beer Company. The unique spice is made with the same Hallertau and Tettnanger hops variety that makes up Samuel Adams Boston Lager, orange peel and brown sugar to balance the hoppy bitterness. The seasoning will be served on Red Robin's famous steak fries along with a side of citrus ale dressing – creamy aioli with hints of citrus, onion, garlic and chives and an ale style beer reduction – for dipping. Hop salt is slated to rollout in Red Robin restaurants in summer 2018.

For more information on Red Robin Gourmet Burgers and Brews, visit [www.redrobin.com](http://www.redrobin.com). To sign up for Red Robin Royalty to receive exclusive benefits throughout the year, visit [royalty.redrobin.com](http://royalty.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., 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. It's now easy to take Red Robin anywhere with online ordering for to-go and Gourmet Burger Bar catering pickups through Yummm2Go. There are 570 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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