

July 7, 2014



One Third of Americans Wouldn't Sacrifice Their Last Fry, Even to a Celebrity, Red Robin Survey Reveals For National Fry Day

Red Robin's Bottomless Steak Fries® Solve Dilemma of Parting with the Last Fry

GREENWOOD VILLAGE, Colo., July 7, 2014 /PRNewswire/ -- Fry fanatics, unite! In honor of National Fry Day on July 13 and the 20th anniversary of Red Robin's Bottomless Steak Fries®, a recent online survey conducted by Harris Poll for [Red Robin Gourmet Burgers, Inc.](#) (Red Robin) in June 2014 revealed an impressive one-third of Americans (33 percent) would not sacrifice the coveted last fry to any celebrity! For those who were willing to part with their last fry, almost one quarter (23 percent) were willing to hand over the last fry to Ellen DeGeneres, while just over one in five (22 percent) would sacrifice it to President Obama. Thanks to its famous Bottomless Steak Fries®, which means unlimited free refills, Red Robin guests never need to face the dilemma of parting with their last fry – because they've been bottomless for over 20 years! And for the eight percent who said they don't eat fries, guests at Red Robin also have the option to substitute steak fries for bottomless broccoli, side salad or coleslaw for no additional cost.



"At Red Robin, Bottomless Steak Fries are a beloved part of any meal and helped make us famous," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "This National Fry Day, and every day, we're continuing our 20-year tradition of providing bottomless servings of fries with each of our craveable burgers. The only hard decision you have to make is how many times to say 'bring me more!'"

Hungry for more? American's reveal their fry habits just in time for National Fry Day

- Get 'em while they're hot ... over two in five (42 percent) Americans agree: the fries are the first item they reach for when the server hands them their meal that includes fries, taken priority over the beverage (20 percent) and entree (19 percent)

- Fry Fashion ... when it comes to the fry Americans prefer most, it's a tie between curly fries and steak fries at 21 percent each
- Keep it crispy ... an overwhelming majority (81 percent) of Americans would rather have their fries crispy instead of soggy (11 percent)
- The finicky fry eater ... Women are pickier than men when it comes to their fries: 37 percent of American women admit to digging through the basket to find the "perfect fry" versus only 25 percent of American men

In addition to bottomless sides, Red Robin offers bottomless beverages such as its signature Freckled Lemonade[®], Very Berry Raspberry Limeade, Root Beer Floats, Fresh-brewed Gold Peak[®] Tea and soft drinks. For fry fans looking to enjoy Red Robin fries in the comfort of their own home, Red Robin Seasoned Steak Fries are available in frozen food aisles nationwide.

For more information on Bottomless Steak Fries, or to find the restaurant location nearest you, visit www.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., 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. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology[®] 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 nearly 500 Red Robin[®] restaurants across the United States and Canada, including Red Robin's Burger Works[®] locations and those operating under franchise agreements. Red Robin... YUMMM[®]! Connect with Red Robin on [Facebook](#) and [Twitter](#).

About Nielsen & The Harris Poll

On February 3, 2014, Nielsen acquired Harris Interactive and The Harris Poll. Nielsen Holdings N.V. is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

Abbreviated Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Coyne PR from June 16-18, 2014 among 2,068 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Maria Frank (mfrank@coynepr.com).

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