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Red Robin Makes Customizing Meals Fun, Easy and Delicious With New iPhone App

GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)-- With Red Robin's new Customizer iPhone app, menu items and nutritional information that are at the top of consumers' minds are now available in the palms of their hands. [Red Robin](#) just launched a mobile meal customizer and nutritional information iPhone app that allows iPhone users to choose a Red Robin menu item; add or remove ingredients; add sides, desserts and beverages; calculate the nutritional values; and save meal creations to refer to or edit again later. To download the free Red Robin Customizer app, visit [iTunes](#).

Whether you're trying to count calories or just want to select among a wide variety of craveable toppings for your gourmet burger, the Red Robin Customizer app can help consumers make dining choices on the fly. The iPhone app offers a variety of features including:

- Create a meal: allows users to create and save meals including burgers, sandwiches, wraps, salads, sides and beverages.
- Add/remove ingredients: all menu items are displayed as they are served at the restaurant, but the app allows users to add or remove ingredients to their taste and dietary preferences.
- Customized comparison: shows a side-by-side comparison of the original order and the custom order, allowing users to adjust calories easily.
- Save feature: allows you to save customized meals within the application, so you can revisit and edit your favorite orders again and again.

"Red Robin has always encouraged guests to customize menu items to satisfy their taste and dietary preferences, and, on average, more than three-quarters of our guests tailor their order in some way," said Susan Lintonsmith, Red Robin's chief marketing officer. "Our online Customizer has been extremely popular since its launch five years ago, so creating a smartphone version of the Red Robin Customizer was the next logical step. We know our guests are increasingly accessing our site through their mobile devices, and we want to make it easy for them to keep their Red Robin favorites within reach. "

The Red Robin online Customizer tool is one of the most visited pages on [www.redrobin.com](#). Today, nearly 50,000 people access the tool each month to customize their meals.

For more information, visit [www.redrobin.com](#) or watch the instructional iPhone app video at <http://www.youtube.com/watch?v=ADkmXseqFqA>.

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

[Red Robin Gourmet Burgers, Inc.](#), a casual dining restaurant chain founded in 1969 that operates through its wholly-owned subsidiary, Red Robin International, Inc., has been serving up wholesome, fun dining experiences in a family-friendly environment for more than 40 years. Red Robin, the "Smiling Burger^(R)" expert, is famous for serving more than two dozen high-quality, Honest to Goodness^(R) gourmet burgers with Bottomless Steak Fries^(R), as well as a wide variety of salads, sandwiches, wraps, soups, appetizers, entrees and signature Bottomless Beverages^(TM). There are more than 450 Red Robin^(R) restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... [YUMMM](#)(TM)! Connect with Red Robin on [Facebook](#) and [Twitter](#).

Source: Red Robin Gourmet Burgers