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Red Robin Hops into the Great American Beer Festival®, Showcases the Art of "Burgers and Brews" Pairings

The 'Brew' Authority Featured in Food and Beer Sessions to Kick-Off Three-Year Festival Sponsorship

GREENWOOD VILLAGE, Colo., Sept. 14, 2015 /PRNewswire/ --[Red Robin Gourmet Burgers, Inc.](#) (Red Robin) has something special *on tap* at this year's Great American Beer Festival (GABF). To jumpstart its three-year festival sponsorship, Red Robin is hosting an interactive festival hall booth and participating in Beer & Food Pavilion sessions with quality beers from leading American craft breweries. Red Robin is also on the hunt for the next award-winning craft beers from this year's festival to feature in its restaurants. The Great American Beer Festival takes place at the Colorado Convention Center, in Denver, from Sept. 24 through Sept. 26.



"Red Robin is committed to building a 'brews' culture by continuously expanding our bar program to highlight craft beers and menu pairings that incorporate fresh ingredients and bold flavors," said Lee Dolan, senior vice president and chief marketing officer at Red Robin. "The Great American Beer Festival offers an opportunity for Red Robin to reinforce our beer focus because there's no better drink to pair with a fire-grilled gourmet burger from Red Robin than a refreshing beer."

In addition to creating a memorable experience in the festival hall with samples of select beers, warm Pretzel Bites with Mercks® beer cheese and interactive games, Red Robin is taking part in two, half-hour long sessions at the Beer & Food Pavilion to showcase the delicious flavor combinations made possible by pairing classic beers with its gourmet

burgers. Admission to each "Burgers and Brews" pairing session is limited to 100 GABF attendees on a first come, first served basis.

- **Friday, Sept. 25 at 7:30 p.m.:** Red Robin's culinary manager, Karen Kaehler, and Samuel Adams' Brewer and Director of Brewery Programs, Jennifer Glanville, will treat attendees to a seasonal pairing: Red Robin's new limited time Finest burger offering for fall, the UberBurger, with Samuel Adams® OctoberFest beer
- **Saturday, Sept. 26 at 7:30 p.m.:** Red Robin's culinary manager, Karen Kaehler, and Jamie Mastin of New Belgium Brewing Company will showcase how hops helps accentuate the flavors of a burger by pairing The Southern Charm Burger™ from Red Robin's Finest menu with New Belgium's Ranger IPA and Slow Ride session IPA

Going for the Gold

Red Robin restaurants nationwide offer its 21 and older guests a dedicated bar area with a selection of craft, local and regional beer offerings. As part of its commitment to an expanding bar program, Red Robin will select a number of award-winning beers from this year's Great American Beer Festival to serve at select locations across the country for a limited time.

"Red Robin is proud to initiate our multi-year sponsorship with the 2015 Great American Beer Festival," said Dolan. "We put the same focus on quality and innovation in our bar as we do with our highly craveable food. With some 1,550 breweries expected to compete for awards in over 90 beer-style categories, we look forward to bringing as many gold medal-winning beers to Red Robin restaurants as possible."

The [Great American Beer Festival](#) is the premier U.S. beer festival and competition. GABF brings together exceptional brewers and beer aficionados, showcasing a plethora of diverse beers from all corners of the country. GABF was founded in 1982 and has grown to become the single largest ticketed beer festival and event with the largest selection of beers in the U.S. over the last three decades.

For more information about Red Robin and to find a restaurant near 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, earning the restaurant the 2014 VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 500 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](#).

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