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## Red Robin Embraces Oktoberfest with the Introduction of the UberBurger to its Finest Line

Seasonal Flavors and Returning Guest Favorites are "Hoisted" to the Top of the Menu

GREENWOOD VILLAGE, Colo., Aug. 24, 2015 /PRNewswire/ -- Fall is in the air at [Red Robin Gourmet Burgers, Inc.](#) (Red Robin). Now through Nov. 1, the Gourmet Burger Authority™ is offering new Oktoberfest-inspired limited-time menu items including the latest addition to Red Robin's Finest™ premium burger line, the **UberBurger**. The juicy half-pound Black Angus burger, flame-grilled to order, is topped with candied bacon, grilled bratwurst and Samuel Adams® glazed onions, drizzled with Mercks beer cheese on a toasted hand-crafted pretzel bun with shredded romaine lettuce and beer mustard. Burger and brew connoisseurs, 21-and-over, are welcomed to pair the newest addition to the premium burger line with a stein of Samuel Adams® Oktoberfest for a limited time.



"At Red Robin, we're constantly exploring and innovating unique combinations of new

ingredients and we find guests are always hungry for seasonally-appropriate menu items," said Lee Dolan, senior vice president and chief marketing officer at Red Robin. "Our Oktoberfest-inspired burger, which also serves as the newest addition to our Finest Line is a great way to fall into the season and what better way to celebrate Oktoberfest than with burgers and brews!"

To complement the UberBurger and build on the flavors of fall, Red Robin is rolling out its **Cheesy Beer Brat** – a tender Johnsonville® bratwurst served on a cheesy baguette with roasted-garlic aioli, bruschetta, onion, tomato and beer cheese dipping sauce – and expanding its appetizer category with **Great Northern Poutine Fries**. Red Robin's twist on a Canadian classic features its famous steak fries covered in thick brown gravy and loaded with garlic aioli, sauteed mushrooms and fried cheese curds.

This fall also marks the return of the popular **Spiced Pumpkin Pie Milkshake**. The remixed traditional American dessert made with real Libby's® pumpkin pie filling, vanilla soft serve, nutmeg and graham cracker crumbs, pairs perfectly with Red Robin's Oktoberfest-inspired menu, whether raising a stein or a shake in honor of the season.

For more information on the limited time fall menu offerings at Red Robin, or to find the Red Robin restaurant location nearest you, visit [www.redrobin.com](http://www.redrobin.com). To sign up for the Red Robin Royalty loyalty program, 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., 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](#) and [Twitter](#).



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