

September 16, 2013



Red Robin Restaurants in Arizona Serve Up Free Burgers Tomorrow During Tavern Double Tuesday Thanks to 25 Points Scored by the Arizona Cardinals

Coca-Cola Partnership with Arizona Cardinals Brings Tasty Offer to Fans

GREENWOOD VILLAGE, Colo., Sept. 16, 2013 /PRNewswire/ -- Thanks to the Arizona Cardinals, [Red Robin](#) guests can score big and tackle their hunger for free* this Tuesday, Sept. 17! During Sunday's game, the Arizona Cardinals scored 25 points, which activated a special Tavern Double Tuesday at all Red Robin® restaurants in Arizona. Coca-Cola has brought Tavern Double Tuesday to Red Robin guests in Arizona this football season in conjunction with the brand's partnership with the Arizona Cardinals. Fans and burger lovers alike can reap the benefits of the Cardinals' success by enjoying a free Red's Tavern Double™ burger and Bottomless Steak Fries™ with the purchase of two beverages and a burger, entree or entree salad.

(Logo: <https://photos.prnewswire.com/prnh/20120522/NY11686LOGO>)

"The Arizona Cardinals scored more than 14 points during Sunday's game, so Red Robin restaurants are excited to host a Tavern Double Tuesday for fans in the area," said Denny Marie Post, Red Robin's senior vice president and chief menu & marketing officer. "At Red Robin, we want to celebrate our fans' passion for football, and Tavern Double Tuesday is a fun and engaging way for our guests to combine their team spirit with their love of a great burger!"

The following Tuesday after the Cardinals activate, Red Robin guests at any Red Robin restaurant in Arizona can enjoy a free Red's Tavern Double burger and Bottomless Steak Fries with purchase. Red's Tavern Double includes two fire-grilled classic-sized patties, topped with melted American cheese, fresh lettuce, tomato and Red's Secret Tavern Sauce on a toasted sesame bun. Whether triggered at a home or away game, fans of the Cardinals can enjoy Tavern Double Tuesday with a visit to their local Red Robin!

For more information about the partnership, please visit www.redrobin.com/cokeandcardinals.

*Guests must purchase two beverages and a burger, entree or entree salad to receive a free Red's Tavern Double.

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. Red Robin's award-winning burgers have earned the title of Best Burger in the full service category in the Zagat Fast Food Survey four years in a row. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature Mad Mixology® Beverages. There currently are 475 Red Robin locations across the United States and Canada, including 337 company-owned Red Robin® restaurants and five Red Robin's Burger Works® locations, and 133 Red Robin® restaurants operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

SOURCE Red Robin Gourmet Burgers, Inc.