

October 28, 2014



Red Robin Issues Vampire Preparedness Guide This Halloween

"Vampire Fighters Fries" Among Tips for Avoiding the Undead

GREENWOOD VILLAGE, Colo., Oct. 28, 2014 /PRNewswire/ -- All Hallows' Eve is a time for candy, ghost stories, costumes — and vampires! Avoiding the living dead can be a real pain in the neck so this Halloween, [Red Robin Gourmet Burgers, Inc.](#) (Red Robin) is launching "Vampire Fighters Fries." The **New! Garlic Herbed Fries** feature a key ingredient to help ward off the damned — garlic! Additionally, guests dining at participating restaurant locations nationwide on Oct. 31 will receive a special *treat* and discount on their bill.



Vampires Suck!

This Halloween, the Gourmet Burger Authority expects the number of vampire sightings to spike and is raising awareness on the serious threat they pose to humans. The experts at Red Robin have compiled a number of tips for guests to stay safe and fend off creatures of the night, including:

1. Vampire fighters-in-training should carry around a wooden stake in their pocket which can easily defeat vampires
2. In case of an attack, always carry a silver necklace or chain, because it burns vampires' skin and slows down their healing process
3. Remember that direct sunlight will cause vampires to burst into flames
4. Given that **garlic** is one of the easiest methods to keep the bloodsuckers at bay, Red Robin is offering Garlic Herbed Fries that can be found at locations across the country

Official "Vampire Fighters Fries"

Guests who order the "Vampire Fighters Fries" will save themselves from being turned. The **New! Garlic Herbed Fries** are vampire-repellent and feature Red Robin's signature Bottomless Steak Fries® tossed in *garlic* herb seasoning and topped with shredded Parmesan and parsley.

Need More Incentive to Bite?

The Gourmet Burger Authority will offer guests a special \$3 off treat when they upgrade to Garlic Herbed Fries, a "monster" burger or "monster" milkshake on Halloween*.

"All tricks aside, we take vampires very seriously at Red Robin — so seriously, that we are launching our new Garlic Herbed Fries to help keep our guests safe this Halloween," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "The spookiest night of the year is right around the corner, and no doubt our guests will be craving the 'Vampire Fighters Fries' to scare off pesky vamps. Be sure to fuel up on garlic before the sun goes down!"

Vampires exist in many shapes and forms, so don't be fooled! Basic tell-tale signs to keep in mind for identifying these nightwalkers include: extremely pale skin tones and colder to the touch than Red Robin's monster milkshakes; they cannot be photographed, so guests won't catch a vampire taking a selfie for Red Robin's Instagram page; and sharp fangs designed for drinking blood, not for eating one of Red Robin's more than two dozen craveable, high-quality gourmet burgers!

For more information or to find the Red Robin restaurant location nearest you, visit www.redrobin.com. To sign up for the Red Robin Royalty™ loyalty program, visit royalty.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 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](https://www.facebook.com/redrobin) and [Twitter](https://twitter.com/redrobin).

*Offer valid on 10/31 from 11 a.m. to 5 p.m. off guest purchase of \$10 or more.



Photo - <https://photos.prnewswire.com/prnh/20141028/154859>

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

SOURCE Red Robin Gourmet Burgers, Inc.