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Red Robin Appoints Steph Steil Hoppe Vice President of Menu Innovation & Implementation

GREENWOOD VILLAGE, Colo., April 2, 2013 /PRNewswire/ -- Red Robin Gourmet Burgers, Inc., (NASDAQ: RRGB), a casual dining restaurant chain focused on serving an innovative selection of high-quality gourmet burgers in a family-friendly atmosphere, today announced the appointment of Steph Steil Hoppe as vice president of Menu Innovation & Implementation. Hoppe will be responsible for overseeing Red Robin's Culinary, R&D, Quality Assurance and Food & Beverage functions.

(Photo: <https://photos.prnewswire.com/prnh/20130402/NY86930>)

Hoppe brings to Red Robin more than 20 years of experience in marketing, strategic planning, product innovation and brand positioning, with a career that includes leadership roles with some of the most well-known brands in the restaurant industry.

"Steph is a terrific addition to the Red Robin team as we step up the precision of our menu innovation and speed from concept to market," said Denny Marie Post, Red Robin senior vice president and chief marketing officer. "We are eager to tap into Steph's passion for product innovation and her deep experience in leading cross-functional menu teams. Her leadership, vision and trailblazing attitude will be invaluable and inspiring as we continue to transform and grow the Red Robin brand."

Before joining Red Robin, Hoppe served as vice president of Marketing & Culinary for Lonestar Steakhouse where she led marketing strategy, field marketing, promotions development and execution for all brands, and spearheaded the rapid development and launch of the Firefly Kitchen & Bar. She previously served as senior director of Marketing for 7-Eleven, where she led a wide range of marketing and innovation initiatives including private label brand expansion, brand repositions and new product introductions. Her extensive restaurant industry experience includes roles of increasing responsibility and menu innovation leadership with Old Chicago for Rock Bottom Restaurants, Inc., Chili's Bar & Grill for Brinker International, Bakers Square and Village Inn for Vicorp Restaurants.

Hoppe earned a Master of Business Administration degree in marketing from the University of Colorado in Denver and a Bachelor of Arts degree in communications from the University of Northern Iowa.

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 expert, 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. There are more than 470 Red Robin® restaurants located across the United States and Canada, including corporate-owned locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#) and [Twitter](#).

SOURCE Red Robin Gourmet Burgers, Inc.