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## Red Robin Repeals Happy Hour with New Beverage Program

### The Gourmet Burger Authority™ Offers Great Value on Drinks All Day, Every Day

GREENWOOD VILLAGE, Colo., Feb. 3, 2014 /PRNewswire/ --[Red Robin Gourmet Burgers, Inc.](http://www.redrobin.com) (Red Robin) is giving guests permission to enjoy an adult beverage anytime for a superior value. Starting today, participating Red Robin® restaurants nationwide will be offering great drink prices all day, every day throughout the entire restaurant that include 79 drink options for under \$5 each.\*

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

Red Robin is kicking off the year by expanding its adult beverage program beyond the bar and beyond the typical happy hour. With this new all day, every day beverage program Red Robin restaurants can highlight exciting beverage offerings for guests 21-and-over while continuing to embrace Red Robin's heritage of innovative mixology.

Guests can enjoy \$3.50 select domestic 16 oz. drafts and select domestic 12 oz. bottles; \$4.50 select domestic 22 oz. drafts, Woodbridge® Chardonnay, Rex Goliath® Cabernet Sauvignon, Jim Beam®, Bacardi®, and Smirnoff®\*\* specials; and \$5.50 Sauza® Gold Margarita specials. The new beverage program complements Red Robin's \$3, \$5, \$7, and \$9 appetizer options, enhancing the Red Robin guest experience with superior value.

"We want our guests to enjoy an adult beverage on their time, instead of being restricted to limited hours," said Denny Marie Post, Red Robin's senior vice president and chief marketing officer. "With great drink prices, guests can say yes to pairing a Red Robin burger with a beverage of their choice."

For more information or to find the Red Robin restaurant location nearest you, visit [www.redrobin.com](http://www.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. There are more than 490 Red Robin restaurants across the United States and

Canada, including those operating under franchise agreements. Red Robin... YUMMM®!  
Connect with Red Robin on [Facebook](#) and [Twitter](#).

\*Only available at participating Red Robin® restaurants; prices may vary.

\*\*Excludes Red Bull® mixer

SOURCE Red Robin Gourmet Burgers, Inc.