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## Red Robin Gourmet Burgers and Brews Adds Award-Winning Billion Dollar Baby Burger to Festive Holiday Menu

**Just in time for the Season, Gingerbread Milkshake Returns for a Limited Time**

GREENWOOD VILLAGE, Colo., Nov. 7, 2016 /PRNewswire/ -- It's the most wonderful time of the year at Red Robin as it debuts an award-winning burger and also brings back a guest holiday favorite! Now for a limited time, guests can take a craveable bite out of the **Billion Dollar Baby™** burger at [Red Robin Gourmet Burgers and Brews](#) restaurants nationwide. The newest addition to Red Robin's Finest burger line is inspired by the winning burger of Red Robin's Best of the Bash contest at the 2016 Food Network & Cooking Channel South Beach Wine and Food Festival's Amstel Light® Burger Bash. On the sweeter side, the Gourmet Burger Authority™ is also bringing back its sought-after Gingerbread Milkshake for the holiday season.



The Billion Dollar Baby is Red Robin's rendition of the Jacques Burger created by Kathy Sidell and David Daniels of MET Back Bay in Boston. The premium burger features a 100 percent Black Angus beef patty topped with peppered bacon, a golden-fried potato cake, creamy, truffle-flavored cheese blend, melted Fontina cheese, mayo, shredded romaine and grilled tomatoes on a toasted ciabatta bun.

"At Red Robin, we are pushing the boundaries and staying on top of the latest trends to introduce new, unique burgers with ingredients that guests can only experience at our restaurants," said Jonathan Muhtar, senior vice president and chief marketing officer at Red Robin. "Kathy and David share our passion for innovation and we are proud to feature the

inspiration from their award-winning creation on the Finest menu in our restaurants."

"We couldn't have been more excited when Red Robin told us they would serve our burger for a limited time," said Sidell and Daniels. "The Jacques Burger is one of our most beloved menu items and we hope Red Robin guests around the country will share the same sentiment for the Billion Dollar Baby."

In addition to the debut of the Billion Dollar Baby, Red Robin is also introducing new limited time offerings behind the bar. Guests 21-and-over who want to get into the holiday *spirit* can order a **Bourbon Sour**, Red Robin's unique twist on the classic whiskey sour featuring Marker's Mark<sup>®</sup>, triple sec, lemon sour and a splash of orange juice with a red wine float, or sip on a citrus-kissed **Lagunitas<sup>®</sup> Grapefruit Can-Crafted<sup>™</sup> Cocktail** made with Lagunitas IPA<sup>®</sup>, Deep Eddy<sup>®</sup> Ruby Red vodka, triple sec and fresh margarita mix served on the rocks. For those looking for a more indulgent, non-alcoholic option, the classic Gingerbread Milkshake made with delicious, creamy vanilla soft serve, gingerbread syrup, and graham cracker crumbs topped with whipped cream is making its seasonal return.

For more information on Red Robin Gourmet Burgers and Brews, the holiday menu, 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<sup>™</sup> loyalty program to receive special surprise and delight offers year round, 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., and under the trade name, Red Robin Gourmet Burgers and Brews, is the Gourmet Burger Authority<sup>™</sup>, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries<sup>®</sup> in a fun environment welcoming to guests of all ages. Whether a family dining with kids, adults grabbing a drink at the bar or teens enjoying a meal, Red Robin offers an unparalleled experience for its guests. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature 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 a VIBE Vista Award for Best Beer Program in a Multi-Unit Chain Restaurant. There are more than 540 Red Robin restaurants across the United States and Canada, including Red Robin Express<sup>®</sup> locations and those operating under franchise agreements. Red Robin... YUMMM<sup>®</sup>! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).

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