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Red Robin Gourmet Burgers and Brews Introduces 'A Year of YUMMM' Burger Package

The Gourmet Burger Authority™ Offers 12 Months of Burgers for \$99 on December 1

GREENWOOD VILLAGE, Colo., Nov. 28, 2017 /PRNewswire/ -- [Red Robin Gourmet Burgers & Brews](#) is keeping burger lovers (and their stockings) stuffed all year long with "A Year of YUMMM!" On Friday, Dec. 1, Red Robin is giving 10,000 guests an opportunity to purchase 12 months' worth of Red Robin burgers at www.redrobin.com/YearOfYummm for just \$99. "A Year of YUMMM" packages, valued at \$180, will be available during the one-day only sale beginning at 12 a.m. EST while supplies last.



"Red Robin's top priorities are serving up delicious burgers and delivering amazing value, and 'A Year of YUMMM' is a special way we are blending the two this holiday season," said Dana Benfield, senior vice president and chief marketing officer at Red Robin. "Our exclusive burger package will have burger lovers everywhere saying, 'thank you' all year long."

To ensure guests receive their monthly dose of Red Robin, anyone who purchases "A Year of YUMMM" during the limited availability window will receive a \$15 monthly eGift Card delivered to their registered email address. The first eGift Card for December will be issued upon purchase and additional eGift Cards will be sent throughout the year on the first of each month to use toward their favorite burgers in-restaurant.

For more information about Red Robin Gourmet Burgers and Brews or to purchase "A Year

of YUMMM" package during the sale window, visit www.redrobin.com/YearOfYummm. To sign up for the Red Robin Royalty rewards program to receive additional exclusive offers redeemable at Red Robin restaurants, visit www.redrobin.com/royalty.

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., and under the trade name, Red Robin Gourmet Burgers and Brews, 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. At Red Robin, burgers are more than just something guests eat; they're a bonding experience that brings together friends and families, kids and adults. 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. It's now easy to take Red Robin anywhere with online ordering for to-go and Gourmet Burger Bar catering pickups through Yummm2Go. There are 570 Red Robin restaurants across the United States and Canada, including Red Robin Express® locations and those operating under franchise agreements. Red Robin... YUMMM®! Connect with Red Robin on [Facebook](#), [Instagram](#) and [Twitter](#).



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