

February 5, 2019



Red Robin Gourmet Burgers and Brews Jump Starts 50th Celebration with Forever Yummm Food Truck Tour

The Gourmet Burger Authority™ to Surprise and Delight Fans with Free Steak Fries During 9,200 Mile Journey

GREENWOOD VILLAGE, Colo., Feb. 5, 2019 /PRNewswire/ -- Red Robin Gourmet Burgers and Brews is fueled up and ready to hit the open road. The casual dining restaurant famous for serving more than two dozen craveable, high-quality burgers and bottomless sides is kicking off its 50th Anniversary Celebration with the Forever Yummm Food Truck Tour. The custom-built truck is embarking on a three-and-a-half-month, 9-state tour to treat fans to free samples of Red Robin's signature steak fries, a guest favorite for five decades.



"Red Robin has been serving up Bottomless Fun and Gourmet Burgers for 50 years and we look forward to bringing the Yummm for 50 more," said Denny Marie Post, president and chief executive officer. "Through the years, while the restaurant has changed, and the menu has evolved, the brand continues to meet the needs of generations because we infuse fun, creativity and innovation into everything we do. It's what keeps our guests smiling and Red Robin Forever Yummm."

Red Robin's Forever Yummm Food Truck was unveiled in Denver at the brand's annual Leadership Conference and has officially begun its 9,200-mile journey across the U.S. To pay homage to the city where it all began, the truck started its journey in Washington and will navigate its way south to Oregon, California and Arizona before heading east to North Carolina and New York. The truck will pass through Michigan and Oklahoma with its last

stop in Colorado in early April.

To further celebrate 50 Years of Yummm and the road ahead to 50 more, Red Robin is encouraging consumers to share their iteration of its infamous "Red Robin... YUMMM®!" jingle. Renditions shared on Instagram and Twitter using #RR50Contest from Feb. 1 through March 22 or captured during one of the Forever Yummm Food Truck Tour stops will be featured on www.foreveryummm.com. Red Robin will also select the top 50 entries with fun prizes and award one final grand prize of Red Robin for 50 years.


"The fully functional food truck is designed to allow fans to experience all the Yummm and fun surrounding Red Robin's 50th Celebration," said Amy Woolen, vice president of brand marketing. "It's highly approachable and gives people a reason to join in on the fun and celebrate this milestone with us."

For more information about the Forever Yummm Food Truck Tour, #RR50Contest or to find out when the truck will be in a city near you, visit www.foreveryummm.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., 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 more than 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](#).



 View original content to download multimedia <http://www.prnewswire.com/news-releases/red-robin-gourmet-burgers-and-brews-jump-starts-50th-celebration-with-forever-yummm-food-truck-tour-300789886.html>

SOURCE Red Robin Gourmet Burgers, Inc.