

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 11, 2017

**RED ROBIN GOURMET BURGERS, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**001-34851**

(Commission File Number)

**84-1573084**

(IRS Employer  
Identification Number)

**6312 S. Fiddler's Green Circle, Suite 200N  
Greenwood Village, Colorado**

(Address of principal executive offices)

**80111**

(Zip Code)

Registrant's telephone number, including area code: **(303) 846-6000**

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**ITEM 7.01 Regulation FD Disclosure**

On January 11, 2017, Red Robin Gourmet Burgers, Inc. (the “Company”) is presenting at the 19th Annual ICR Conference at the JW Marriott Grande Lakes in Orlando, Florida. The Company is making an investor presentation at the conference at 9:00 a.m. Eastern Time. Investors and interested parties may listen to a webcast of this presentation by visiting the Company’s website at [www.redrobin.com](http://www.redrobin.com) under the Investor Relations section. A copy of the presentation materials is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Item 7.01, including the information set forth in Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Exchange Act, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act or the Exchange Act, regardless of any general incorporation language in such filing, except as shall be expressly set forth by specific reference in such filing.

**ITEM 9.01 Financial Statements and Exhibits**

(d) Exhibits

<b>Exhibit No.</b>	<b>Description</b>
99.1	Red Robin Gourmet Burgers, Inc. Investor Presentation dated January 11, 2017

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 11, 2017

**RED ROBIN GOURMET BURGERS, INC.**

By: /s/ Guy J. Constant  
Guy J. Constant  
Executive Vice President and Chief Financial Officer

## EXHIBIT INDEX

Exhibit No.	Description
99.1	Red Robin Gourmet Burgers, Inc. Investor Presentation dated January 11, 2017



# Red Robin Evolving With Customer Demand

Investor Presentation  
ICR Conference - January 2017



# Forward-Looking Statements

Forward-looking statements in this presentation regarding our strategic plan and business initiatives, advertising approach, deployment of resources, growth including take out and lunch occasions and timing thereof, operational changes, same store sales growth, margin expansion, deployment of capital, certain statements including, but not limited to, those under the headings "Game is Changing," "Going Where Guest Wants," "Regaining Operational Edge," "Financial Upside" and statements regarding the outlook for 2017 and all other statements that are not historical facts, are made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on assumptions believed by us to be reasonable and speak only as of the date on which such statements are made. Without limiting the generality of the foregoing, words such as "should," "will," "expect," "complete," "continue," "increase," "emphasize," "planned," "developing," "expanding," "growing" or "potential," or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. Except as required by law, we undertake no obligation to update such statements to reflect events or circumstances arising after such date, and we caution investors not to place undue reliance on any such forward-looking statements. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those described in the statements based on a number of factors, including but not limited to the following: the effectiveness of our business initiatives and strategies related to guest engagement, operational efficiencies and restaurant development; the ability to achieve anticipated revenue and cost savings from these and other initiatives; general economic conditions; competition in the casual dining market and discounting by competitors; changes in commodity prices; the cost and availability of capital or credit facility borrowings; the adequacy of cash flows or available debt resources to fund operations and growth opportunities; the ability to fulfill planned expansions, including both new and existing markets; federal, state and local regulation of our business; and other risk factors described in our annual report on Form 10-K, our quarterly reports on Form 10-Q and our periodic reports on Form 8-K (including all amendments to those reports (collectively, our "Reports") filed with the U.S. Securities and Exchange Commission. Investors are directed to consult our Reports for further information.

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# Red Robin Today

- Differentiated Brand
  - Deep Guest Affinity
  - Regaining Our Operational Edge
  - Strong Financial Footing
  - Drive to Innovate
-



# Challenging Times

2016 ←



→ 2017



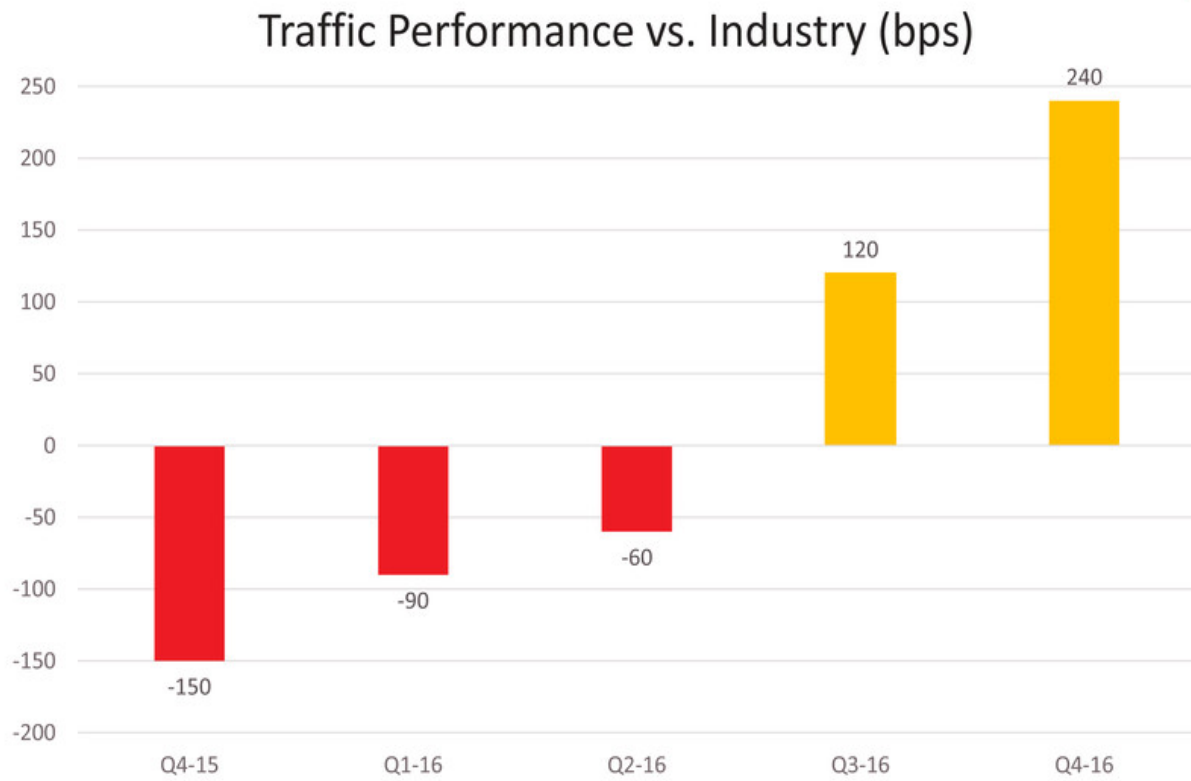


# Getting Our “Mojo” Back

- Everyday Value News at \$6.99 with Famous Bottomless Steak Fries
- Improved Guest Service – Speed & Bottomless
- New Advertising Approach
- Streamlined Structure – redeployed resources



# BlackBox Traffic Gap



Source: Based on Black Box Intelligence Casual Dining (All Cuisine) peers as of January 6, 2017

# Game is Changing

- 2x Growth “Take-out Dinner” Demand Over 5 Years
- “Lunch on the Run” Also Growing Rapidly
- Current Carry-out Lacking Focus



# Going Where Guest Wants

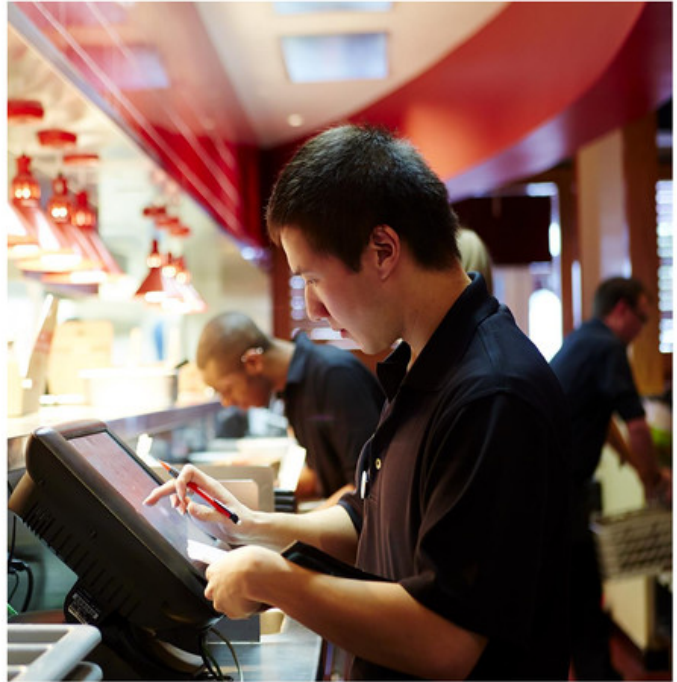
- Differentiated Service and Strong Burger Equity
    - Carry-out
    - Delivery
    - Large Party Options and Catering
  - 10+ Work Streams in Test
  - Sequential rollouts over Q2–Q4 '17
  - Not “One Size Fits All”
-

# “Red Robinesque”



# Regaining Operational Edge

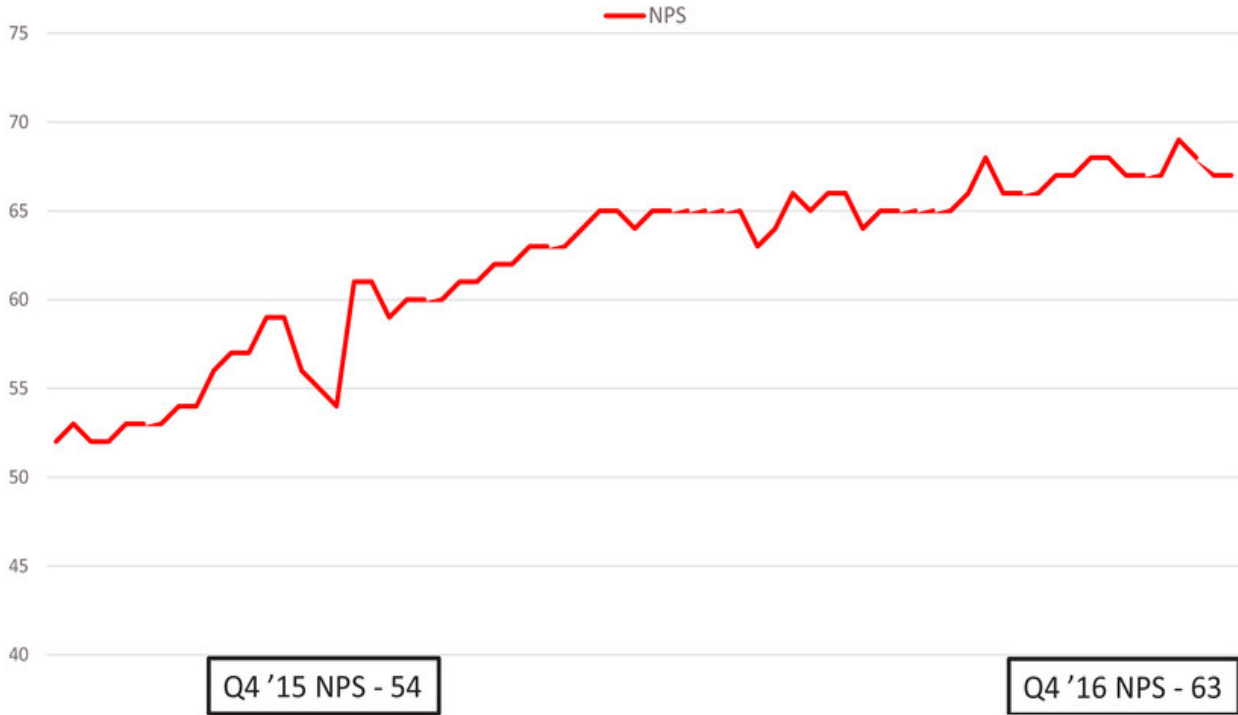
- Focus on What Matters Most
- Provide Effective Tools & Technology
- Simplify Wherever Possible





# Guest is Noticing

Guest Voice – RRGB USA  
Sept '15-Dec '16

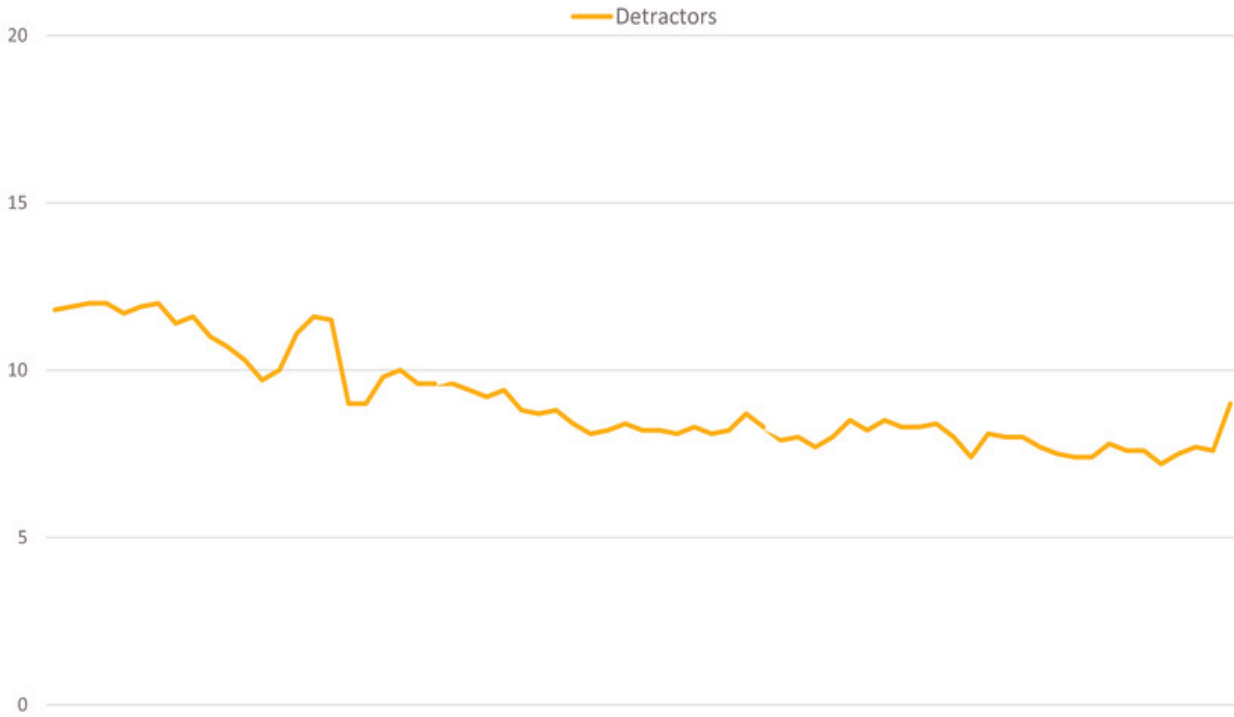




# Guest is Noticing

## Guest Voice – RRGB USA

Sept '15-Dec '16





# Sources of NPS Improvement

- Coming on All Fronts
    - Restaurant Cleanliness
    - Bottomless
    - Attentive & Enthusiastic
    - Met Needs for Service Time
  - Service Quality and Speed = Key to Off Premise Success Too
-



# Why Red Robin?





# Financial Upside

- Topline/Same Store Sales Growth
    - Traffic
    - Red Robin Loyalty
    - Carryout/Delivery/Catering
  - Margin Expansion – Potential to Close Gap
  - Free Cash Flow Opportunity – Balanced Deployment
-

## Wrap-Up – Winning Formula

- Great Burgers & Differentiated Service
- Give Guests What They Want, When They Want It, Where They Want It and How They Want It
- All While Remaining The One and Only Red Robin





<https://youtu.be/jg2e3ffsOTzo>

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# Q&A



