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Contact: Erika Frederick
952.540.2043
efrederick@buffalowildwings.com

Buffalo Wild Wings® Pilots B-Dubs Express

New Smaller Format Restaurants will offer on-the-go fans a faster Buffalo Wild Wings experience

MINNEAPOLIS (June 14, 2017) – Buffalo Wild Wings, Inc. (NASDAQ: BWLD) today announced it will pilot two new small-format locations in the Minneapolis metro market this summer. Inspired by consumers' growing interest in takeout and at-home dining, B-Dubs Express will offer Buffalo Wild Wings' famous wings and flavors in a streamlined, counter-service, and sports filled environment.

"With B-Dubs Express, we are excited to deliver on Guest feedback and passionately serve up high-quality wings to satisfy cravings even faster," Todd Kronebusch, Vice President of Market Development for Buffalo Wild Wings. "These first two locations in Minnesota will provide a great opportunity for us to test an alternative format and gain learnings as we continue to look for ways to meet the changing needs of today's consumers."

In addition to wings – traditional and boneless – B-Dubs Express' menu will feature chicken tenders, a chicken sandwich, burger, salad, buffalo mac and cheese along with select sharables and sides. A selection of adult beverages will be offered including draft and bottled beers, and wine. Delivery will also be available through a partnership with DoorDash.

While the focus is wings, B-Dubs Express will honor Buffalo Wild Wings' love of the sports fan by providing TVs so fans can check-in on their favorite teams as they grab food to-go or dine-in.

Each location will measure approximately 2,500 square feet with seating for about 35-50 Guests. The pilot, company-owned locations scheduled to open late summer 2017 will be located in Edina, Minnesota (7529 France Ave S.) and Hopkins, Minnesota (525 Blake Rd N.). Buffalo Wild Wings is currently looking for future sites for B-Dubs Express in multiple markets across the country.

About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,230 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit www.BuffaloWildWings.com.

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