

Celebrity Chef Richard Blais Aims to Wow the Iconic Fancy Feast Cat in His Toughest Challenge Yet

Gourmet Cat Food Brand Introduces WOW-worthy Fancy Feast® Broths, Makes Being a Cat More EnjoyaBOWL

(ST. LOUIS) – July 23, 2014 – Every cat owner knows how difficult it can be to impress their furry feline. Taking on one of his toughest challenges, celebrity chef, restaurateur and animal lover Richard Blais teamed up with Fancy Feast® to show cat lovers that there's no better way to wow their cats than with Fancy Feast Broths®. The gourmet cat food brand is revolutionizing the cat food category with the introduction of eight recipes that offer a delicious combination of delectable broth with real seafood and veggies, crafted without by-products or fillers. Blais helped introduce Broths at an exclusive launch party at the Tasting Table Test Kitchen & Dining Room in New York City on Tuesday, July 22, where he premiered the product and a new video starring himself opposite the iconic Fancy Feast cat.

"As a professional chef, I strive to make people happy and provide them with a unique and delicious experience with the meals I make," Blais said. "I take great pride in what I serve to my guests – so why should a cat be any different?"

Whether on TV or in his restaurants, Blais has proven that he can amaze just about anyone. But how would he fare when it came to winning over one very important cat? In a new video, titled "[A New Way to Wow,](#)" [\[A1\]](#) Blais took on the challenge of wowing the Fancy Feast cat – both in and out of the kitchen. Trying every trick in the book, it took a helping hand from Fancy Feast to finally impress his cat companion.

"Broths are revolutionizing the cat food category and offering owners a whole new way to wow their cats," said Andrea Leas, Brand Manager for Purina Fancy Feast. "Chefs, like Richard, and cat owners alike can appreciate the real, recognizable ingredients and attention to detail that goes into crafting each Broths recipe."

Each perfectly portioned, ready-to-pour Broths pouch includes a variety of lickable tastes and textures and high-quality, real seafood cats are sure to love. Select varieties also include real vegetables or a touch of milk. Fancy Feast® Broths come in eight varieties and feature either a Classic Silky or Creamy Broth.

Classic Varieties:

- Broths With Tuna, Shrimp & Whitefish in a Decadent Silky Broth
- Broths With Tuna, Anchovies & Whitefish in a Decadent Silky Broth
- Broths With Mackerel & Vegetables in a Decadent Silky Broth
- Broths With Tuna & Vegetables in a Decadent Silky Broth
- Broths With Wild Salmon & Vegetables in a Decadent Silky Broth

Creamy Varieties:

- Broths With Mackerel & Vegetables in a Decadent Creamy Broth
- Broths With Tuna & Vegetables in a Decadent Creamy Broth
- Broths With Wild Salmon & Whitefish in a Decadent Creamy Broth

• Broths with Wild Salmon & Whitefish in a Decadent Creamy Broth

Fancy Feast® Broths have a suggested retail price of \$1.19 per 1.4 oz pouch and are available at retailers nationwide. Fancy Feast Broths may be fed daily along with a complete and balanced cat food diet. For more information about Fancy Feast Broths and to try a free pouch (one per household, while supplies last), visit www.wowserveddaily.com. For more information on other Fancy Feast products, visit www.fancyfeast.com.

About Fancy Feast® Gourmet Cat Food

Fancy Feast delights and excites cats everywhere with carefully prepared, thoughtfully crafted foods that are delicious through and through – from first ingredient to last bite. Fancy Feast Gourmet Cat Food is manufactured and distributed by Nestle Purina PetCare Company, a global leader in the pet care industry. Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestle Purina PetCare is part of Swiss-based Nestle S.A. -- the world's largest food company.

Press Contacts:

Colleen McCarthy

MSLGROUP

colleen.mccarthy@mslgroup.com

646.500.7931

Emily Goldkamp

Nestle Purina PetCare

emily.goldkamp@purina.nestle.com

314.982.1698
