

Fancy Feast Introduces Gatto Bianco - an Italian Trattoria for Cat Lovers

Limited Reservations for the Culinary Experience available on OpenTable beginning August 4

ST. LOUIS, July 26, 2022 /[PRNewswire](#)/ -- Fancy Feast, the most popular brand of gourmet wet cat food in the U.S., announced today the opening of "**Gatto Bianco by Fancy Feast**", a limited-time, Italian-style trattoria and culinary experience in New York City, to celebrate its new globally inspired Medleys recipes. Gatto Bianco will bring the mealtime experience of cats to life for cat owners and cat lovers and includes a special appearance by the iconic Fancy Feast cat herself. The dishes (for humans!) take inspiration from Fancy Feast Medleys recipes and pay homage to traditional Italian cuisine, with a menu developed by Fancy Feast's in-house chef, Amanda Hassner, along with Michelin Star winning Italian chef and acclaimed New York restaurateur Cesare Casella.

Located between the Far West Village and the Meatpacking District in New York City, Gatto Bianco will be open for dinner on Thursday, August 11 and Friday, August 12 only, with four reservations per evening at 6:30 p.m. ET. Each reservation will accommodate two guests (ages 21+). The 16 lucky cat lovers will enjoy a complimentary tasting menu that will transport them to Italy for the evening, as Chef Casella shares his Italian heritage and passion for cooking with a menu of authentic, Tuscan dishes, while Chef Hassner shares her culinary expertise to mirror the sensory experience of cats at mealtime.

"Food has the power to connect us to others in meaningful ways and take us to places we have never been," said Hassner. "The same is true for our cats. The dishes at Gatto Bianco are prepared in ways that help cat owners understand how their cats experience food – from flavor, to texture, to form – in a way that only Fancy Feast can."

The chefs will provide guests an inside look at the detail and expertise that goes into crafting each Fancy Feast recipe through a variety of delectable dishes and culinary exercises. The Gatto Bianco experience builds on the success of the Fancy Feast cookbook, launched in 2021, and is the newest way that Fancy Feast is showing cat owners the delight it brings to cats at every meal.

How to Make a Reservation

Reservations for Gatto Bianco will open for booking on Thursday, August 4 at 12:00 p.m. ET through OpenTable. Cat enthusiasts can visit [FancyFeast.com/Reservations](https://www.fancyfeast.com/reservations) to try to secure their spot and for more information. Reservations are limited and based on availability.

And for those who can't come to Gatto Bianco – let Gatto Bianco come to you! Fancy Feast is sharing recipes inspired by the Gatto Bianco menu so that cat lovers across the country can have an exceptional dining experience right in their own homes. Visit www.fancyfeast.com to download the recipes.

Fancy Feast Medleys are now available at select retailers nationwide for a suggested retail price of \$1.13. For more information on Medleys visit [FancyFeast.com](https://www.fancyfeast.com).

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