

Fancy Feast Announces National Launch of Gems, a Chef-Inspired Creation Putting Cats Mealtime in a Whole New Light

The ultimate expression of fine feline dining arrives nationwide to bring a new level of delight for cats and cat lovers

ST. LOUIS, Feb. 11, 2025 /PRNewswire/ -- Fancy Feast knows that mealtime is a bonding moment for cats and their owners. No one loves their cat like they do – and no one loves helping them find ways to delight their cat like Fancy Feast. That's why the #1 gourmet cat food brand*, is transforming the mealtime experience with the nationwide launch of their most elevated – and innovative – offering yet: *Fancy Feast Gems*. The layered creations of delicate mousse topped with a halo of mouthwatering, cascading gravy delivers mealtime anticipation and excitement for cats, while the unique packaging delivers a convenient and mess-free experience for owners.

Using insights about cat behavior based on years of study from Purina scientists and behaviorists, Gems is designed with cats in mind, delivering the paté and gravy that cats love in an elegant pyramid shape that allows cats to savor every bite and transform everyday feeding into a moment of indulgence. For cat owners, Gems makes mealtime simple. Each single-serve paté peels and plates easily – just peel the top and place on your cat's favorite dish for perfectly sized paté portions they'll love every time.

Designing Excellence – and Delight – in Every Detail

Raising the bar on wet cat food innovation, Gems combines form and function in an elevated culinary experience built to delight. This first-of-its-kind product form features a patented packaging design, optimized small portion size, and proprietary formulations for both the paté's smooth mousse texture and gravy that maximizes palatability and functionality. Purina product developers perfected a specialized filling process that maintains the gravy's perfect viscosity, ensuring the signature cascading effect with every serving.

"Fancy Feast has been crafting mealtime moments with love for more than 30 years, and our vast knowledge of cat feeding behavior went into every aspect of Gems – ensuring that each detail adds to the mealtime experience," said Dr. Annie Valuska, pet behavior scientist with Purina. "For example, the unique pyramid shape creates a larger surface area for the gravy cats love, and the softer texture of the mousse ensures it is easy for cats to enjoy their meal, whether they prefer to lap up or bite into their food."

Fancy Feast Gems are 100% complete and balanced for adult cats. Available in delicate paté recipes featuring beef, chicken, tuna, or salmon, each topped with signature savory gravy. Gems come in 2oz. pyramid-shaped tubs with a suggested retail price of \$2.48 for a package of two and are also available in a collection of 24.

For more information or to find Fancy Feast Gems near you, visit [FancyFeast.com](https://www.fancyfeast.com).

** Source: 2023 \$ Share of Wet Cat in Combined Nielsen AOC + Pet Retail + ECOM + VET L52 weeks ending 1/7/23*

About Purina

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina

has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe [here](#) to get the latest Purina news.

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