

It's a Cheese Affair! Fancy Feast® Launches Pinterest Sweepstakes

New Fancy Feast® Delights With Cheddar Entrées Debut with “Cheese Affair Pin to Win” Sweepstakes Featuring Thousands of Prizes

(ST. LOUIS) - July 16, 2013 - Cats and people share many of the same tastes – a love of cheese is one of them! To celebrate, Fancy Feast® Gourmet Cat Food launches its “Cheese Affair Pin to Win” [Pinterest Sweepstakes](#) today with thousands of cheese-themed prizes for winners.

The Fancy Feast “Cheese Affair Pin to Win” Sweepstakes gives cat lovers and cheese connoisseurs a chance to win cheese-inspired prizes, including cans of a new variety of Fancy Feast Delights With Cheddar Classic entrées, special cheeseboards and chalk sets, do-it-yourself cheese making kits, and a trip to New York City to attend a grand Cheese Soiree hosted by cheese expert Liz Thorpe.

“Cheese is more than an ingredient. It has the power to unite people...and their cats,” says Thorpe, author of *The Cheese Chronicles* and proud owner of two cats, Wilbur and Piper. “I am thrilled to be able to share my passion and knowledge of cheese to help bring people and cats together to celebrate mealtime in fun new ways.”

“Cheese Affair Pin to Win” Sweepstakes

The sweepstakes begins July 15 and ends August 11. Fancy Feast will award thousands of prizes to consumers during the following Entry Periods:

- 1 p.m. ET July 15- 11:59 p.m. July 21: Can of Fancy Feast Delights With Cheddar Classic (70,000)
- 1 p.m. ET July 22- 11:59 p.m. July 28: Cheeseboard and chalk set and Can of Fancy Feast Delights With Cheddar Classic (1,000)
- 1 p.m. ET July 29-11:59 p.m. August 4: Do-it-yourself cheese making kit and Can of Fancy Feast Delights With Cheddar Classic (500)
- 1 p.m. ET August 5- 11:59 p.m. August 11: Trip for two to New York City to attend a Cheese Soiree and cooking class with Liz Thorpe (3)

To enter the Fancy Feast “Cheese Affair Pin to Win” Sweepstakes, please visit www.CheeseAffair.com. Follow the links provided to complete and submit the registration form. Click the “Pin It” button to pin the available image to one of your Pinterest boards. Complete these steps during each entry period for a chance to win all four prizes. Limit one (1) entry per email address per Entry Period.

For cheese-inspired ideas and tips to use and share, including exclusive recipes, pairing ideas and other content co-authored by Thorpe, please visit www.CheeseAffair.com.

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older.

Ends 8/11/13. To enter and for Official Rules, including odds, and prize descriptions, visit www.CheeseAffair.com. Void where prohibited.

Fancy Feast Delights With Cheddar Entrées

Delight your cat and share your love of cheese by serving Fancy Feast® Delights With Cheddar – a delicious gourmet cat food infused with aged cheddar to satisfy her savory side. And now Fancy Feast® Delights With Cheddar has four new varieties in the classic style she knows and loves. Please your kitten or adult cat with complete and balanced entrées in delicious flavors like salmon, beef, turkey or chicken, complemented with real cheddar.

- Salmon and Cheddar Cheese Feast
- Beef and Cheddar Cheese Feast
- Chicken and Cheddar Cheese Feast
- Turkey and Cheddar Cheese Feast

Fancy Feast Delights With Cheddar entrées are featured in 3 oz. varieties, and are available on store shelves nationwide.

About Fancy Feast® Gourmet Cat Food

The Fancy Feast Brand makes every day extraordinary with an exquisite selection of gourmet cat food entrees, restaurant-inspired feline cuisine, dry meals, and Fancy Feast Appetizers for cats. Fancy Feast Gourmet Cat Food is manufactured/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:

Erin Bowersox
MSLGROUP
erin.bowersox@mslgroup.com
206.270.4655

Julie Voss Catron
Fancy Feast® Gourmet Cat Food
julie.vossatron@purina.nestle.com
314.982.3064
