Let the Feastivities Begin!

Fancy Feast® Launches a Holiday Celebration for Cats, Cat Owners and Cat Lovers

(ST. LOUIS) **– November 5, 2013 –** The holiday season is a time of tradition, gift giving and indulgence! As families and friends come together, Fancy Feast® is ensuring cats are included in all of the festivities with the launch of Feastivities, a holiday celebration of all things cat. Feastivities.com is an online destination for holiday cheer with gifts for cats, cat owners and cat lovers.

Hosted by popular online glamour and beauty expert Elle Fowler and her cat Pinecone, Feastivities.com features a collection of hand-crafted gifts inspired by Fancy Feast. Each gift is exclusively made by a selected designer, with an eye for cat-centric creations. With collars, tents and bow ties for cats, and tote bags, drawings and accessories for cat lovers, Feastvities.com has gifts for everyone.

“Pinecone is at the center of all of my holiday traditions, and she is first on my shopping list,” said Elle Fowler, star of the Elle’s Glitter Gossip YouTube channel. “I’m thrilled to be able to share these wonderfully crafted gifts by talented designers with cats and their owners.”

In addition to the exclusive gifts created by the designers, Feastivities.com will also feature the 2013 Fancy Feast holiday ornament. For more than 25 years, the Fancy Feast brand has released an annual collectable holiday ornament.

This year, Fancy Feast added a handcrafted element to its holiday tradition – a unique letterpress keepsake ornament. Designed and made by The Firecracker Press, a small letterpress print shop in St. Louis, the piece features beautiful illustrations delicately imprinted onto fine paper using an antique letterpress. St. Louis is also home to the Fancy Feast brand.

Crafted in an elegant, three-dimensional design, the 2013 Fancy Feast holiday ornament features an artful illustration of the iconic Fancy Feast cat. The ornament blends timeless tradition and modern inspiration for a keepsake that will bring joy for years to come. The 2013 holiday ornament is available for $2 at Feastivities.com. All donations will go directly to Adopt-a-Pet.com, North America’s largest non-profit pet adoption website dedicated to finding great owners for homeless pets.

Cat owners may celebrate Feastivities with their cats at dinnertime this holiday season with Fancy Feast Gravy Lovers entrees. The holidays are the perfect time for the indulgence of gravy. With five varieties to choose from, cat owners are sure to find the perfect gift for their cats to enjoy this holiday season.

Fancy Feast Gravy Lovers entrées are featured in five 3 oz. varieties, and are available on store shelves nationwide:

- Gravy Lovers Beef Feast In Roasted Beef Flavor Gravy
- Gravy Lovers Chicken Feast In Grilled Chicken Flavor Gravy
- Gravy Lovers Ocean Whitefish & Tuna Feast In Sautéed Seafood Flavor Gravy
- Gravy Lovers Salmon Feast In Seared Salmon Flavor Gravy
- Gravy Lovers Turkey Feast In Roasted Turkey Flavor Gravy

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Three new varieties of Fancy Feast Gravy Lovers entrées will be available nationwide in January 2014:

- Gravy Lovers Chicken & Beef Feast In Grilled Chicken Flavor Gravy
- Gravy Lovers Salmon & Sole Feast In Seared Salmon Flavor Gravy
- Gravy Lovers Chicken Hearts & Liver Feast In Grilled Chicken Flavor Gravy

For more information about Fancy Feast Feastivities, the 2013 holiday ornament or Fancy Feast Gravy Lovers, visit www.Feastivities.com.

About Fancy Feast® Gourmet Cat Food

Fancy Feast 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 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.

To request additional information or high resolution images, please contact Lisa Bickler at lisa.bickler@mslgroup.com or 206.270.4650.