

## Muse® Natural Cat Food Celebrates National Launch With "Natural Nirvana" Mobile Tour Events This Summer

Natural Cat food line promises to make every mealtime experience a natural nirvana

ST. LOUIS, June 1, 2016 /[PRNewswire](#)/ -- Nestlé Purina PetCare launches Muse® Natural Cat Food at pet specialty retailers nationwide. The natural cat food line features 26 unapologetically delicious recipes that aspire to make every meal transcend the ordinary. To celebrate the nirvana that occurs when you combine natural ingredients and delicious flavors, Muse will host seven "Natural Nirvana" Mobile Tour cat-centric events this June and July in four cities across the U.S.

The Muse "Natural Nirvana" Mobile Tour experience will feature cat-inspired spa services including "caticures," temporary "cattoos," and "meowssages." Attendees can enjoy these services while watching adoptable cats strut, sun-bathe and play together inside our remarkable space – a cat lovers' dreams come true. The Muse "Natural Nirvana" Mobile Tour will hit the road in the following dates and locations:

- **June 8:** New York City @ Flatiron Plaza, E 23rd St, New York, NY; 11am – 7pm
- **June 14:** Chicago @ Pioneer Court, 435 N Michigan Avenue, Chicago, IL; 10am – 6pm
- **June 18:** Detroit @ PSP Store, 23700 Greater Mack Ave, Saint Clair Shores, MI; 12pm – 3pm
- **June 19:** Detroit @ 6845 Highland Rd, White Lakes, MI; 12pm – 4pm
- **July 8:** San Diego @ Petco, 13375 Poway Road, Poway, CA; 4pm – 7pm
- **July 9:** San Diego @ Petco, 1780 Garnet Ave., San Diego, CA; 12pm – 4pm
- **July 10:** San Diego @ Petco, 141 S. Las Posas Rd., San Marcos, CA; 12pm – 4pm

"Muse takes a cat-centric approach to natural food. We know cats can discriminate between 'blah' and remarkable meals, so we worked hard to elevate natural cat food to new, cat-worthy heights," said Scott Werner, Muse Assistant Brand Manager. "We're excited to bring the 'Natural Nirvana' experience on the road and celebrate the bold individuality, unapologetic personalities and hilarious nature of cats with cat enthusiasts this summer."

Consumers are encouraged to visit [www.musecatfood.com/Natural-Nirvana](http://www.musecatfood.com/Natural-Nirvana) to learn more about the pop-up events.

Muse features 26 delicious recipes including With Toppers, In Broth, In Chowder, In Gravy, Paté and Dry. All Muse recipes are made with real fish or poultry and contain no artificial flavors, colors or preservatives, corn or soy.

Muse is so confident that even the pickiest cats will love Muse recipes, we guarantee it! Consumers are invited to take Muse for a taste test — risk free — with the Muse Clean Plate Guarantee.

Additionally, fans of Muse are invited to join the Muse Rewards Program, where they can earn loyalty points through purchase, ratings and reviews, referring a friend and other simple and easy tasks. Points can be redeemed for prizes including eBooks, gift cards and Muse-branded products. For more information on membership, earning points and prizes, visit [www.musecatfood.com/rewards](http://www.musecatfood.com/rewards).

Muse is available at pet specialty retailers nationwide. For more information about Muse, the "Clean Plate Guarantee" challenge and the Muse Rewards Program, visit [www.musecatfood.com](http://www.musecatfood.com).

### **About Muse**


Muse Natural Cat Food is committed to offering natural and delicious recipes made with natural ingredients for cats. Rooted in an unwavering love for cats and commitment to quality, Muse aims to make every meal a natural nirvana. Muse offers natural recipes all made with real fish or poultry, no corn, soy, artificial flavors, colors or preservatives. The brand is distributed by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

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SOURCE Purina

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