Racing Fans, Buckle Up: Grumpy Cat Teams Up with Mr. Tickles in Breakout Role as the 'First Cat of Professional Racing'

Grumpy Cat "Motivates" Kroger Stock Car Driver A.J. Allmendinger's Furry Friend, Mr. Tickles, on his Quest to "Lap It Up" with NEW Friskies® Gravy Line

ST. LOUIS, Aug. 1, 2017 /PRNewswire/ -- Cats, start your engines. Kitties can now enjoy their favorite gravy year-round with Friskies' new line of gravy products available at Kroger stores nationwide.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8146151-friskies-kroger-grumpy-cat-mr-tickles-racing/

To launch Friskies® Gravy Swirlers™, Friskies® Extra Gravy Chunky and Friskies® Party Mix™ Gravy-licious treats, Friskies teamed up with Kroger to debut its "Lap It Up" digital video starring the famous frowning Grumpy Cat and Kroger stock car driver A.J. Allmendinger's furry friend, Mr. Tickles.

"Partnering with Friskies and Kroger on this campaign has been great. Mr. Tickles can finally show off his professional racing skills," said Allmendinger. "Mr. Tickles holds his own next to one of America's most famous felines, Grumpy Cat, and I couldn't be more proud. Mr. Tickles may soon be lapping me!"

In the 60-second video, Grumpy Cat shamelessly tries to "motivate" Mr. Tickles who is on a quest to become the "First Cat of Professional Racing" as he sets out to "Lap It Up" at the track. After fueling up with Friskies Gravy Swirlers for his big debut, Mr. Tickles gets "lapped" by Grumpy Cat at Victory Lane. Check out the full video at www.Kroger.com/Friskies.

"Through our partnership with Kroger, Friskies is able to introduce its new gravy products in an unexpected way utilizing A.J. Allmendinger's cat, Mr. Tickles, and Friskies 'official spokescat,' Grumpy Cat," said Eric Winter, Manager, Retail & Shopper Marketing Manager for Purina. "We anticipate that cat lovers and racecar driving fans alike will enjoy the video and make a pit stop at Kroger to pick up their cats' favorite gravy products."

Friskies offers a variety of new gravy products that can be purchased at Kroger stores nationwide, including:

- Friskies Gravy Swirlers dry cat food with gravy baked right in
- Friskies Extra Gravy Chunky wet cat food with EXTRA gravy
  - Available in beef, chicken, salmon and turkey
- Friskies Party Mix Gravy-licious Party Mix cat treats with a crunch of gravy in every bite.

Visit www.Kroger.com to find a store near you. For more information on Friskies, go to www.Friskies.com.

ABOUT FRISKIES

The Friskies® brand offers a complete line of great-tasting cat foods, including more than 60 wet, dry and treat varieties. Friskies is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

ABOUT KROGER

The Kroger Co. is 443,000 associates who serve eight and a half million customers every day in 2,792 retail food stores under a variety of local banner names in 35 states and the District of Columbia.

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SOURCE Friskies

Additional assets available online: Video (1) Photos (5)