

Fancy Feast Unveils "Set for Delight" Dinnerware Collection in Collaboration with Fashion Icon Jenna Lyons

Limited-Edition Collection available for pre-order beginning August 28

ST. LOUIS, Aug. 22, 2024 /[PRNewswire](#)/ -- Fancy Feast, the most popular gourmet cat food brand*, is elevating the mealtime experience for both cats AND their owners with the launch of "Set for Delight," a limited-edition dinnerware collection in collaboration with fashion icon and cat lover Jenna Lyons. The set includes matching dishes for cats – and their humans – hand drawn by Jenna and inspired by her three cats.

The "Set for Delight" Collection

The "Set for Delight" collection includes a total of eight dishes, comprised of four sets of two matching hand-drawn dishes for cats and their owners, giving cat lovers a memorable dining experience alongside their favorite feline.

Inspired by the playful nature of her three cats – Charlie, Rimba and Roo (also known as Megatron) – Jenna combined her design expertise with the thoughtful touches that Fancy Feast is known for to help bring this unique collection to life.

"This collection allowed me to bring together two of my passions – designing beautiful objects and my cats," said Lyons. "Mealtime is a special bonding moment for cats and their owners – myself included! – and when it comes to giving cats a delightful dining experience, no one does it better than Fancy Feast."

The limited-edition dinnerware collection was developed with the same detail and expertise that goes into crafting every Fancy Feast recipe, including insights from Purina's pet behaviorist Dr. Annie Valuska and in-house Chef Amanda Hassner.

"My cats are truly the heart of our home. We treat them like gold and shower them with love, starting with their favorite Fancy Feast recipes," said Lyons. "I call them my 'little goldies.' I can't wait for more cats and their owners to enjoy the "Set for Delight" collection and make more memories over delicious meals, just as I have with mine."

In addition to the dinnerware, the Collection also includes four delectable offerings from across the Fancy Feast portfolio including Gems, Petites, Medleys and Broths.

Where to Buy

The "Set for Delight" collection will be available for pre-order on Wednesday, August 28, 2024, at 12pm ET on [MyFancyFeast.com](#), while supplies last. Cat lovers can also enter the "Set for Delight" giveaway at [FancyFeast.com](#) for a chance to win the limited-edition dinnerware collection (up to three Grand Prize winners). See rules and enter [here](#).

Building on the success of the Fancy Feast cookbook, launched in 2021, and Gatto Bianco, the brand's pop-up trattoria (for humans!) in 2022, the "Set for Delight" collection is the newest way that Fancy Feast is showing cat owners the delight it brings to cats at every meal.

For more information, visit [FancyFeast.com](#).

**** 2024 \$ Share of Wet Cat in Combined Nielsen AOC + Pet Retail + ECOM 52 weeks ending 7/13/24.**

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](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

SOURCE Fancy Feast

For further information: Janette Artea, jarteag@golin.com

Additional assets available online:  [Photos \(3\)](#)