Purina Puppy Chow and Kitten Chow Announce Kansas Puppy and New York Kitten as First "Chief Snuggle Officers" ahead of National Puppy Day

Winners will serve as brand ambassadors and receive $25,000 "salary", with matching donation to Greater Good charities

ST. LOUIS, March 18, 2025 /PRNewswire/ -- Purina Puppy Chow and Kitten Chow have appointed the newest members of their C-Suite, naming Pudim, a CavaPoo puppy from Overland, Kansas, and Ika, an American shorthair kitten from Queens, NY, as their new "Chief Snuggle Officers."

The "CSOs" will serve as reminders and inspiration for pet owners to give their puppies and kittens the right support and nutrition for long, healthy lives. Each furry executive will receive a $25,000 "salary," with Puppy and Kitten Chow also donating $25,000 to Greater Good, a charity dedicated to helping animals displaced by natural disasters, in honor of National Puppy Day on March 23.

Meet the CSOs

Pudim and Ika bested over 4,000 "applicants" nationwide for the Chief Snuggle Officer title. In their new roles, they'll champion proper nutrition, healthy growth and creating a positive atmosphere simply by being their adorable selves.

Five-month-old Pudim joined his family just in time for Christmas, bringing joy to the whole family with his mirror antics, fascination for hair dryers, and an uncanny ability to locate missing socks. "Every day with Pudim is a new discovery," said owner Vanessa. "He has transformed our routine, making life lighter and turning every moment into a big adventure filled with joy and cuteness!"

Meanwhile, eight-month-old Ika found his forever home after a chance encounter in a restaurant parking lot. "We always wanted a cat but never felt like it was the right time," said owner YuFei. "As cliché as it sounds, we felt we were the chosen ones. Ika coming into our lives on our anniversary was the best thing that has ever happened to us."

The Importance of Proper Nutrition

Puppy and Kitten Chow launched the search for the new Chief Snuggle Officers to harness the positivity puppies and kittens bring while highlighting the importance of proper nutrition during a pet's early developmental stages when they grow the most physically and mentally. While prior executive experience was not necessary for the role, Pudim and Ika proved to be natural experts.

"We're excited to welcome Pudim and Ika to the Purina family to help inspire pet owners everywhere," said Eric Willis, Chief Marketing Officer at Purina. "As our new Chief Snuggle Officers, they will help remind us that raising happy, healthy pets starts with good nutrition, proper care, plenty of play, and, as the name suggests – a lot of snuggles."

The nationwide search for the Chief Snuggle Officers began in January, with an independent panel selecting six finalists from over 4,000 entries based on cuteness, charm, and the heartwarming submission stories. Nearly 20,000 public votes determined the winners.

To learn more about Purina Puppy and Kitten Chow and the new Chief Snuggle Officers, visit

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About Nestlé Purina PetCare

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 Dog Chow, Purina ONE, Pro Plan, Friskies 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. Nearly 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 or subscribe here to get the latest Purina news.

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