

TIDY CATS CRACKS DOWN ON LITTER CRIME WITH LAUNCH OF SPECIAL LITTER UNIT LED BY KUMAIL NANJIANI

New crime procedural social series helps solve cat owners' most heinous litter crimes, while Litter Crimes HQ pop-up brings the investigation to New York City

ST. LOUIS, Oct. 1, 2026 /[PRNewswire](#)/ -- Bad litter is a crime, and Tidy Cats is on the case. Today, the cat litter brand from Purina launched the **Special Litter Unit (S.L.U.)**, a three-part crime procedural series starring actor and comedian Kumail Nanjiani as the lead agent dedicated to solving the most heinous litter crimes cat owners experience. True crime fans can follow the case online, and cat lovers in New York can join the investigation in person at Litter Crimes HQ, a one-day pop-up experience featuring adoptable feline agents, on Friday, October 2.

The Case File:

- **The Series:** Special Litter Unit (S.L.U.), a three-part crime procedural from Tidy Cats starring actor and comedian Kumail Nanjiani as lead agent, with content creator Jordan Howlett as his rookie officer.
- **Where to Watch:** Episode one premieres Thursday, October 1, 2026, on Tidy Cats' Instagram, TikTok and YouTube, with new episodes rolling out through the week.
- **The Stakeout:** Litter Crimes HQ, a one-day pop-up at 45Grand in SoHo, New York City, on Friday, October 2, 2026, from 11:00 a.m. to 7:00 p.m. ET with interactive missions and adoptable feline agents from Petfinder.
- **Standard Issue:** Tidy Cats Performance+ litter, in three formulas built to solve odor (Active Clean), weak clumps (Power Clump) and tracking (Tidy Feet).

Armed with Tidy Cats Performance+ and a zero-tolerance policy for litter box offenses, Nanjiani is backed by rookie officer Jordan Howlett, the well-known content creator supporting on the scene as the unit works to pursue true litter box villains. Together, they prove that no litter box crime is too dirty for this unit of elite agents.

"I've been a cat person my whole life, so I know exactly what a litter box crime looks like," said Nanjiani. "Between my last cat, Bagel, and our new kitten, Biscuit, I've been training to lead the Special Litter Unit for years."

Where to Watch the Tidy Cats Special Litter Unit Series:

The first episode of the Special Litter Unit drops today on Tidy Cats [Instagram](#), [TikTok](#) and [YouTube](#) channels, with additional episodes rolling out throughout the week. Across the series, the S.L.U. investigates a wave of litter-related offenses, from odor in the first degree to tracking violations and clumping catastrophes.

"In my line of work, the same suspects keep turning up: odor, weak clumps and tracking," said Marilyn Renner, Product Development Expert at Tidy Cats. "They're the repeat offenders cat owners deal with every day, which is why they're at the center of the Special Litter Unit investigations and what Tidy Cats Performance+ was built to solve."

Step Inside Litter Crimes HQ, a Tidy Cats Pop-Up in New York City

Think you can crack a litter crime? The investigation continues off-screen at Litter Crimes HQ, a one-day

pop-up experience in New York City where cat lovers can step inside the world of the Special Litter Unit. Guests arrive as new recruits to test their investigative skills through a variety of interactive missions, interview adoptable feline agents from [Petfinder](#), and earn exclusive S.L.U. gear and rewards. Litter Crimes HQ will be open at 45Grand in SoHo **on Friday, October 2 from 11:00 a.m. to 7:00 p.m.**

Solving Litter Crimes: Tidy Cats Performance+

Tidy Cats Performance+ is the brand's most advanced line of litter designed to solve the most common and irritating litter box problems: odor, clumping, and tracking. The line includes three formulas, each leading with a specific solution: **Active Clean** neutralizes bacterial odors at the source instead of masking them, **Power Clump** forms maximum-strength clumps with minimal sticking, and **Tidy Feet** uses a unique flat granule shape that reduces roll out for 64% less tracking than the leading clumping litter.

Tidy Cats Performance+ is available at retailers nationwide. For more information, visit [TidyCats.com](https://www.tidycats.com).

To watch the three-part crime series, follow Tidy Cats on [Instagram](#), [TikTok](#) and [YouTube](#).

Multimedia assets are available upon request.

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

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For further information: Media Contact: Britania Weinstein, Britania.weinstein@omc.com

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