

Purina Puppy Chow and Kitten Chow Appoint New Chief Snuggle Officers

Bowie the Dalmatian puppy from Central California and Cashew the shorthair kitten from Western New York each receive a \$25,000 "salary" as they join Purina C-Suite

ST. LOUIS, Oct. 14, 2026 /[PRNewswire](#)/ -- The Purina C-Suite just got a lot cuter. Purina Puppy Chow and Kitten Chow today named their newest "Chief Snuggle Officers": Bowie, a Dalmatian puppy from Watsonville, California, and Cashew, a Domestic Shorthair kitten from Wyoming, New York who were the winners of the Chief Snuggle Officer contest. From thousands of applications, Bowie and Cashew rose to the top of consumer votes, with each now earning a \$25,000 "salary" as an honorary brand ambassador. In addition, a shelter in each winner's city will receive a \$10,000 donation, all part of the brands' mission to give puppies and kittens the best start possible.

Following in the footsteps of last year's first set of furry executives, Bowie and Cashew will champion proper nutrition, growth and lots of play. Their main responsibilities? Setting the standard for top-tier snuggles and reminding everyone just how much joy pets bring. The ideal candidates showcased a strong track record in comfort delivery, cross-functional cuddle collaboration and consistent performance in high-stress situations. And while prior executive experience wasn't required, Bowie and Cashew proved to be natural leaders.

Meet Bowie, Chief Snuggle Officer for Puppy Chow

Bowie, a 6-month-old dalmatian puppy, joined a family that had always dreamed of having a Dalmatian. Her arrival brought joy and hope at a particularly trying time.

"Our 3-year-old son has had an incredibly difficult few years since being diagnosed with Eosinophilic Esophagitis. He has endured more than 10 endoscopy procedures, countless doctor's appointments, and more challenges than any little boy should have to face," said Bowie's owner, Kim Bonnema. "We are hopeful that, with the right training, Bowie may one day be able to become a service dog for Blake. But for now, Bowie has already given him something incredibly important: comfort, companionship, laughter and unconditional love."

In honor of Bowie's win, a \$10K donation will be made to the Santa Cruz County Animal Shelter.

Meet Cashew, Chief Snuggle Officer for Kitten Chow

Cashew got his start in a dairy cow feeder. Rescued as a tiny kitten by his owner, the now 5-month-old domestic shorthair quickly won the hearts of his new family – humans and dogs included.

"We always thought we were dog people until we discovered Cashew living in a dairy cow feeder. Just as we spotted him, he fell into a tight spot, and we had to fish him out. He went home with us that day and hasn't left our side since. He fits into our family so well that his favorite playmates are his dog siblings, and he loves going camping with all of us," said Cashew's owner, Danielle Meyers.

In honor of Cashew's win, a \$10K donation will be made to the Wyoming County SPCA.

The Importance of Proper Nutrition

Puppy Chow and Kitten Chow launched the search for Chief Snuggle Officers to celebrate the positivity

Puppy Chow and Kitten Chow launched the search for Chief Snuggle Officers to celebrate the positivity puppies and kittens bring while highlighting the importance of proper nutrition during early growth and development.

"Most puppy and kitten growth happens in their first 12 months, which makes proper nutrition during this window so important," said Dr. Callie Harris, veterinarian at Purina. "Purina Puppy Chow and Kitten Chow formulas provide protein, docosahexaenoic acid (DHA) and antioxidants to support growth, brain and vision development, and a healthy immune system. And as Bowie and Cashew show, plenty of play, training and snuggles help build confidence and strengthen the bond between pet and owner."

Finding the Chief Snuggle Officers

The hiring process was highly competitive. In the second year of the Chief Snuggle Officer contest, which opened in July, over 2,000 applicants submitted photos, videos and short résumés. An independent panel narrowed the pack to six finalists based on cuteness, charm, and heartwarming submission stories before consumers voted for the winners.

To learn more about Purina Puppy Chow and Kitten Chow and the new Chief Snuggle Officers, visit purina.com/chiefsnuggleofficer. Ready to find your own Chief Snuggle Officer? See adoptable pets and help them find their forever homes at Petfinder.com.

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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