

Purina Films Docuseries, 'A Different Breed,' Sweeps Three Daytime Emmy® Awards

Emmy-winning series celebrates the extraordinary bond between people and pets and marks a major milestone for Purina Films

ST. LOUIS, Oct. 30, 2026 /[PRNewswire](#)/ -- [Purina](#) is celebrating a major milestone for Purina Films as *A Different Breed*, its original nine-episode documentary series produced in partnership with [InkBlot Narratives](#), today was named the winner of three Daytime Emmy® Awards, including Outstanding Lifestyle Program, Outstanding Editing for a Daytime Non-Studio Program and Outstanding Directing for a Daytime Non-Studio Non-Fiction Series.

A Different Breed, an original documentary series from Purina Films was named the winner of three Daytime Emmy® Awards. The recognition celebrates the power of storytelling that puts people and pets at the center. Streaming exclusively on [Prime Video](#), *A Different Breed* takes viewers behind the scenes of the [Purina Pro Plan Incredible Dog Challenge](#), following 18 teams as they pursue excellence across canine performance sports while revealing the dedication, passion and extraordinary relationships that fuel them.

"Three Daytime Emmy® Awards is an extraordinary achievement and a proud moment for everyone who brought *A Different Breed* to life," said Andrea Faccio, President and Chief Growth Officer at Purina. "I've always believed the most powerful stories go beyond the moments we see on screen to reveal the dedication, the setbacks and the remarkable relationships behind them – and with *A Different Breed*, we set out to celebrate that incredible bond between people and pets. Seeing these stories resonate with audiences and earn recognition from the television industry makes these awards even more meaningful."

On October 24, 2026, *A Different Breed: Showdown at the Farms*, a standalone documentary special from the *A Different Breed* series available on [YouTube](#) won the 2026 Mid-America Emmy Award for Editor - Short Form or Long Form Content. The special brings viewers closer to the people and dogs behind canine performance sports, showcasing the teamwork, determination and connection that make the competition extraordinary.

The awards mark a significant milestone for Purina Films and reflect a new way for Purina to connect with pet lovers. Rather than placing the brand at the center, *A Different Breed* puts the spotlight on the competitors, their dogs and the stories behind the sport, allowing viewers to experience the human-pet bond firsthand. Through this approach of investing in premium entertainment that puts pet parents and their interests first, Purina is creating meaningful connections and demonstrating how brands can participate in culture through stories people actively choose to watch.

The recognition also comes as Purina looks ahead to the next chapter of *A Different Breed*. Season 2 is currently in post-production. The next season will bring audiences new competitors, new journeys and more of the incredible stories behind canine performance sports. More information on release timing and platform will be available soon.

The Purina Pro Plan Incredible Dog Challenge serves as the backdrop for the series. For nearly 30 years, the competition has showcased extraordinary canine athletes and their handlers across events including high-flying disc routines, agility courses, weave pole racing and diving dog competitions.

A Different Breed was produced by Purina Films in partnership with InkBlot Narratives and distributed exclusively on Prime Video in the U.S. Stream all nine episodes of the Emmy®-winning *A Different Breed* now on [Prime Video](#).

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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