Fancy Feast 2026 Holiday Ornament Opens to Reveal the Best Gift of All: Your Cat

The 2026 Feastivities locket ornament arrives in the myPurina app Nov. 9.

ST. LOUIS, Nov. 9, 2026 /PRNewswire/ -- Every family has that one ornament. The one that comes out first, gets the best spot on the tree and carries a story. For a lot of cat lovers, that ornament has the Fancy Feast cat on it. This year, it holds their own cat inside.

Fancy Feast, the #1 gourmet cat food brand in the U.S., today unveiled its 2026 Feastivities holiday ornament. The golden, heart-shaped locket opens to hold a photo of your cat. The annual holiday celebration is the longest running tradition for Fancy Feast. The brand has released a collectible holiday ornament every year since 1984.

AT A GLANCE

- The 2026 Fancy Feast Feastivities ornament is a golden, heart-shaped locket for your cat's photo.
- Cat lovers can redeem the ornament through the free myPurina app's Rewards Catalog, starting Nov. 9, 2026, while supplies last.
- Fans can also enter for a chance to win an ornament on Fancy Feast's social channels this month.

A tradition more than four decades in the making

The first ornament arrived in 1984, just two years after Fancy Feast launched. What started as a small seasonal keepsake grew into a collector's item for every year.

The ornament has taken many shapes over the years. One featured a sleek silhouette of the iconic white Fancy Feast cat. The 2024 design, made for the 40th anniversary of Feastivities, was a working music box. A twirling cat sat atop a gold can. The 2025 design paid homage to one of the brand's most popular products: Fancy Feast Gems.

For many cat lovers, the ornaments are an honored tradition. They come out every December, with one more added each year. Each marks another holiday with the cat who made it special.

A little golden locket with room for your cat

The 2026 ornament is a heart-shaped locket finished in warm gold. On the front, a cameo of the white Fancy Feast cat sits on rose-colored enamel. Delicate white flowers frame it, topped by a gold bow and a faux pearl. Open it, and there's space inside for a favorite photo of your own cat.

The locket arrives in a keepsake box wrapped in sage green and winter botanicals. A rose ribbon ties it closed. Inside the lid, a short verse sets the tone:

"Once upon a tree sat a little golden locket. Greeting the season with a heart full of love, it held a magical moment. Each turning year, it's placed with cheer to celebrate your story together."

The design leans into something cat owners already know. During the holidays, the small moments matter, and the cat is part of every one of them.

"For more than 40 years, the Fancy Feast ornament has celebrated the holidays people share with their

cats," said Madison McGuinness, Brand Manager, Fancy Feast. "This year, we wanted to put the cat right at the heart of it. Literally. Every December, you'll open it and see the face that makes the season feel like home."

More chances to bring one home

Last year, collectors moved fast. The 2025 Feastivities ornament ran out in the myPurina app in less than two hours.

How to get yours: Download the FREE myPurina App and redeem through the App's Rewards Catalog from 12:00:00 AM CT on 11/9/26 until 11:59:59 PM CT on 11/20/26. Limit one per person. While supplies last.

Fans should also keep an eye on Fancy Feast's social channels for a chance to win an ornament this month.

Q&A

What is the 2026 Fancy Feast Christmas ornament? The 2026 Fancy Feast Feastivities ornament is a golden, heart-shaped locket. A cameo of the white Fancy Feast cat sits on the front. The locket opens to hold a photo of your own cat.

How do I get the 2026 Fancy Feast ornament? Redeem through the MyPurina app's Rewards Catalog between Nov. 9 and Nov. 20, 2026. Limit one per person, while supplies last. Fans can also enter for a chance to win an ornament on Fancy Feast's social channels.

How long has Fancy Feast made holiday ornaments? Fancy Feast has released a collectible holiday ornament every year since 1984. The ornament is the brand's longest-running tradition.

What is Feastivities? Feastivities is Fancy Feast's celebration of cats and the people who love them. The collectible ornament is its signature tradition.

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, 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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