

Grumpy Cat Introduces NEW Friskies Cat Concoctions at Austin-Based Festival by Giving a Glimpse of What's on Her Mind

The #CatConcoctions Event Presented by Friskies Brings to Life the NEW Curious Flavor Combinations from the Minds of Cats that includes a Musical Mashup Performance from Ryan Cabrera and Blake Lewis

ST. LOUIS (March 9, 2016) – Do you know what is on Grumpy Cat's mind? You might find the answer a bit curious. When it comes to flavor combinations, cats know what they like. That's why Friskies® is introducing NEW Cat Concoctions, a wet cat food that features curious flavor combinations from the minds of cats. Bringing the unexpected flavor mashups to life, Friskies alongside pop culture phenomenon Grumpy Cat is offering a unique experience at #CatConcoctions presented by Friskies at the well-known Austin-based festival.

"Lamb AND clam? Cats have their own ideas about what they like, which is why Friskies lets cats lead the way in inspiring the unique and unexpected flavor combinations of Cat Concoctions," says Jessica Nichols, Friskies Brand Manager. "At #CatConcoctions presented by Friskies, fans will get a glimpse into the minds of cats and experience what Cat Concoctions is all about."

NEW Friskies Cat Concoctions features flavor varieties that include a mashup of unexpected flavors that only a cat could think of, such as:

- Chicken in Creamy Crabby Sauce
- Cod in Cheesy Bacon Flavored Sauce
- Lamb in Clam Flavored Sauce
- Scrumptious Salmon & Chicken Liver Dinner Pate

#CatConcoctions presented by Friskies is a must-see attraction at the Austin-based festival where the public can experience a world of crazy flavor combinations from food and music to art and activities, and will feature a photo booth where guests can use Cat Concoctions-inspired props to capture quirky photos with Friskies' "official spokescat" Grumpy Cat or take a mirror selfie of their face mixed with Grumpy Cat's distinguished frown.

"I'm excited to team up with the talented Blake Lewis to perform a unique mix of music at #CatConcoctions presented by Friskies, an experience of mashups from the mind of cats," says Platinum Selling Recording Artist Ryan Cabrera. "It's only fitting that Blake and I are collaborating to deliver a completely unexpected musical mashup."

#CatConcoctions presented by Friskies is open to the public on Saturday, March 12 and Sunday, March 13 from 11 a.m. to 6 p.m. CT, and located at 200 Congress Ave #2B, Austin, TX 78701.

Grumpy Cat's appearance schedule (Saturday-Sunday):

- 11:30 a.m. to 1:30 p.m.
- 3:30 p.m. to 5:30 p.m.

Consumers who cannot attend #CatConcoctions presented by Friskies in Austin can still follow the action on Friskies' Instagram and Snapchat accounts and **join the online conversation using #CatConcoctions**.

Friskies Cat Concoctions is available at retailers nationwide. For more information about Cat Concoctions, go to www.friskies.com/cat-food/cat-concoctions.

ABOUT FRISKIES

The Friskies® brand offers a complete line of great-tasting cat foods, including more than 60 wet, dry and treat varieties. Friskies is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

For further information: Maggie Maskery Taylor (312) 577-7617 mmaskery@taylorstrategy.com Nicole Roberts Friskies (314) 982-3958 nicole.roberts@purina.nestle.com

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