

Purina to Unveil New Cat Meal Menu

Menus at upscale eateries inspire new selection.

Purina Fancy Feast is introducing a menu of meals unlike any other on the market today, to be unveiled at the specially-created Gallery of Elegant Meals during Aspen, Colorado's Food & Wine Classic, from June 16 to 18.

Inspired by menus at upscale eateries, Purina's new selection includes quality white meat chicken, yellowfin tuna, lean turkey or wild salmon, all of which are in combination with an assortment of flavors, such as Fabulous Florentines, featuring sauce with spinach; Sensational Shredded fare accented with garden greens; and Exquisite Souffles, a blend of fluffy, whipped egg and garden greens.

In much the same way parents provide healthy and delicious meals for their children, pet owners are now ensuring their cat companions enjoy the highest quality, best tasting food.

Research shows that consumers tend to project their desires onto their cats. If food looks and smells good to them, they believe their cat will share the opinion. As a result, it's become important to make the dishes exceptionally appealing, not only to the felines but to their owners as well, explained Purina marketing head Blair Morgan.

Visitors to the Gallery of Elegant Meals will be invited to browse through an exhibit while sampling Elegant Medleys-inspired hors d'oeuvres (for people) created by celebrity chef and event host, Rocco DiSpirito.

The gallery's collection features authentic menus from historic galas, including the Titanic's Maiden Voyage (1912), John F. Kennedy's Inaugural Dinner (1961) and the Royal Wedding of Prince Charles and Lady Diana Spencer (1981).

Guests will also have the opportunity to vote for their favorite meals with every ballot cast benefiting the Aspen Animal Shelter through a donation from Elegant Medleys. Posted: June 6, 2006, 5:00 a.m. EST