

# Meow Mix® History

For 50+ years, Meow Mix cat food has been The Only One Cats Ask for by Name® — and they've been savoring every bite

Check out some of the fun we've had on our journey from then to "meow."



1973



The original **Meow Mix** dry cat food (which was Tuna, Liver & Chicken flavored) is tested and greenlit for nationwide expansion.

1974



### Meow meow meow meow!

The iconic **Meow Mix** jingle is composed by Tom McFaul of the Lucas/McFaul jingle house to fit the commercial produced by the ad agency Della Femina Travisano and Partners. Jingle singer Linda November becomes the voice of cats everywhere with her instantly catchy performance. The finished product achieves the highest-ever audience impact score for a TV commercial.

1984



The "Claws Encounters" commercial airs to celebrate a decade of "meow meow meow meow" (and the tastes cats love).

1998



The **Meow Mix** commercial campaign "Frank & Baxter" starts airing. The TV spots feature Baxter, a talking tabby, and Frank, his pet parent. Frank, unable to let his cell phone go unanswered, repeatedly gets calls from Baxter with his singular request for **Meow Mix** cat food.

2003



### Introducing: The Cat Cruiser!

This converted PT Cruiser tours the United States as part of the **Meow Mix** Mobile Tour to build relationships with consumers and retailers. Cat parents are invited to sing the **Meow Mix** jingle when they see the vehicle on its journey.

In May of 2003, "Meow TV" premieres on the Oxygen network. The half-hour program is hosted by Annabelle Gurwitch and her cat Stinky, featuring entertainment geared toward cats and advice for cat parents.

2004



The pop-up **Meow Mix** Café opens in New York City, encouraging cat parents to bring their felines out for a taste of new wet formulas. Among distinguished guests is Catwoman (and cat lover) Eartha Kitt.

2006



**Meow Mix** adds cat treats to its product lineup.

The reality TV show “**Meow Mix House**” is also introduced on Animal Planet. For ten consecutive weeks, ten rescued shelter cats compete for the executive position of Feline Vice President of Research in three-minute segments. The cats are adopted as they are voted off the show.

2007



The **Meow Mix** “Think Like a Cat” game show launches—the brand’s most elaborate public relations campaign yet. The show, hosted by Chuck Woolery, offers cats and their owners a \$1M prize. Vincent Pastore (Big Pussy from “Sopranos”) and Lee Meriwether (the original Catwoman) are among the auditioners.

2014



The **Meow Mix** Jingle Contest gives cat lovers a chance to win a trip to Hollywood and star in a music video. The brand releases an electronic dance remix of the famous jingle and encourages people to create their own mixes (with their cats’ help) to submit online or at one of the brand’s mobile recording studios. For every jingle recorded, **Meow Mix** donates 100 meals to cats in need via the Food Bank of New York.

2019



The **Meow Mix** brand takes its classic jingle to new levels with modern remixes, including R&B, country, heavy metal, Latin and electronic styles.

2021



The “**Meow Mix** ReMix LP” is dropped to coincide with the Grammys. The collector’s item features the most purred about songs of the year.

2022



**Meow Mix** is the biggest and fastest-growing dry cat food brand in America.

## A Logo’s “Tail”

The **Meow Mix** logo has gotten a lot of love over the years for its fun and creative purr-sonality. Which versions do you remember?

1974



1999



2011



1988



2008

