

Whiskas keeps pets purring while packaging is on paws

They say that it's what inside that counts, and this holds true to Whiskas' temporary packaging.

Major disruption was caused when the company's packaging manufacturer in KZN was set alight during recent community unrest. With all paws on deck, Whiskas has had to temporarily replace their iconic purple packets with a plain white facade to ensure that kitty's around the country keep purring, despite the temporary packaging setback.

All pet owners have undoubtedly experienced an element of disruption in their lives over the past 19 months, whether that be economic, personal, or psychological. However, one thing that remains a constant is the love and companionship received from our pets. In fact, social isolation and lockdown loneliness have led to a boom in the number of pet owners since the start of the pandemic. As we look to our pets to bring us comfort, it is our duty as pet owners to keep *their* lives as normal and consistent as possible - an element that is still within most of our control.

According to Andi Wright, Marketing Director at Mars, "Despite the fact that cats are known to be independent, low maintenance creatures, they still depend heavily upon their humans for one thing; food. As a brand that is committed to your furry friend's nutritional needs, we would like to assure you that the temporary change in our packaging will not be noticed by those actually consuming it".

Despite the fact that Whiskas dry food has a temporary new look, and may be a bit hard to find over the next short while, the wet food and much loved treats still have the same look, and are readily available on store shelves. After all, your fur babies wouldn't forgive us if they weren't!

For more information visit www.whiskas.co.za and follow Whiskas on Facebook @WhiskasSA

ENDS

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day.

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