

GIDDY KITTY CAPS BREAKOUT SUPERZOO 2026 WITH TWO INDUSTRY AWARDS AND MAJOR RETAIL GROWTH

Feline enrichment brand wins LAUNCH Pitch Competition, "Rookie of the Year" award, gains nearly 40 new retail customers, and expands distribution.

EDEN PRAIRIE, MN, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- [Giddy Kitty](#), the feline enrichment brand behind the Purrsuits® interactive toy-and-treat system, emerged from SuperZoo 2026 with significant new momentum across retail, distribution, industry recognition, and media visibility.



During the Las Vegas show, Giddy Kitty added nearly 40 new retail customers, established a new distribution relationship, and generated interest from retailers and partners across Canada and Europe. The emerging brand also connected with more than 50 media members, content creators and influencers, creating a strong pipeline of post-show opportunities.

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SuperZoo was a week of real-time business change, with great retailer and distributor response and two industry awards. Buyers saw why Purrsuits is unique and the chance to innovate in the cat aisle.”

Carrie Van Wert, Founder and CEO of Giddy Kitty

The week was highlighted by two major industry honors. Founder and CEO Carrie Van Wert won the LAUNCH Pitch Competition, hosted by World Pet Association and Purina after pitching Giddy Kitty live at SuperZoo. The brand also received an inaugural Pet Boss Nation Trade Show Award as “Rookie of the Year,” voted on by pet retailers, adding further industry validation to its growing momentum.

“SuperZoo was one of those weeks where you could

actually feel the business changing in real time,” said Carrie Van Wert, Founder and CEO of Giddy Kitty. “From the incredible response from retailers and distributors to winning two industry awards, the week exceeded our expectations. Buyers immediately understood what makes

Purrsuits different and saw the opportunity to bring greater innovation to the cat aisle. This truly feels like the year of Giddy Kitty.”

Giddy Kitty's Purrsuits® enrichment system connects interactive play with an earned treat reward, creating an experience inspired by cats' natural instincts to hunt, chase, play, and earn rewards. The system combines durable enrichment products with a replenishable treat component to encourage physical activity, mental engagement, and continued interaction.

SuperZoo also generated significant media momentum for the brand, including an interview with BSM Partners' Barking Mad podcast, two PETS+ features, inclusion in the SuperZoo Show Daily, and conversations with leading pet and consumer media for future editorial opportunities.

Following the show, Giddy Kitty is focused on supporting its growing retail network, expanding pet specialty distribution, advancing international and larger retail opportunities, and continuing to build the Purrsuits® platform.

“We started Giddy Kitty because cats and cat parents deserve more innovation,” added Van Wert. “The response at SuperZoo reinforced just how much opportunity there is to elevate feline enrichment. We left Las Vegas with new customers, new partners, and even more conviction that Giddy Kitty will help define what the next generation of the cat aisle looks like.”

For more information about Giddy Kitty and Purrsuits®, visit GiddyKitty.com.

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About Giddy Kitty

Giddy Kitty is a feline-focused pet brand dedicated to creating innovative products that enrich the lives of cats and the people who love them. Its Purrsuits® enrichment system brings interactive toys and treats together to tap into cats' natural instincts to hunt, chase, engage, and earn rewards.

Founded by entrepreneur and lifelong cat advocate Carrie Van Wert, Giddy Kitty is on a mission to bring greater innovation, engagement, and joy to the feline category.

For more information, please visit GiddyKitty.com.

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