

Farewell Grumpy

Grateful for the laughter she brought us, many will remember her with a smile. Even now that she is gone, we chuckle and grin when we see a meme or picture of her. Her fans and popularity will remain due to internet and social media. Goodbye Grumpy Cat. We will miss you.



Physical differences

Tardar Sauce was born in Arizona in April 2012 to her owner Tabatha. Tardar Sauce was born with a form of dwarfism which made her undersized. She was also born with an under-bite, which meant that her lower jaw stuck out, as well as a flat face, bubble eyes and a short tail. Even though she was born with physical differences, she was just a normal cat. But all sense of normality changed on one fateful day.

Birth of a star

The cat's life changed dramatically in September 2012. Tabatha's brother, Bryan, posted a picture of Tardar Sauce on a social news website called Reddit. Because of her physical differences, she had a permanently sour looking expression with a downturned mouth. The post said: "Meet grumpy cat". The photo went viral within two days. The cat's owner and brother realised that they could use other social media channels to introduce the world to "Grumpy Cat". Within a very short period of time, a star had been born. What followed was a quick rise to stardom and wealth for her management team.

Rise to stardom

Tabatha quit her job as a waitress within days of Grumpy Cat going viral. She had a new job managing Grumpy Cat's schedule! Likewise, Bryan became the Grumpy Cat website, Facebook, YouTube and Twitter manager. On top of that, they appointed Ben Lashes as the internet meme manager. He was responsible for staying in contact with the fans by posting humorous memes. If you do that well, he said, you can earn a lot of money. And that is exactly what they did.

Merchandise

Aside from social media channels, Grumpy Cat became a registered trademark. Standard merchandise such as T-shirts, mugs, and toys, was extended with books, calendars, video games and apps, such as the Grumpy Cat Weather app. Next to that, she also had sponsor-ship deals, like being the 'face' of Friskies cat food. She has been on television and starred in advertisements and films. Madame Tussauds wax museum in San Francisco unveiled her lookalike in 2015. In March 2019, Grumpy Cat had over 12 million followers from Facebook, Instagram and Twitter combined. Grumpy Cat earned a lot of money. How much is unknown, although it is speculated to be \$100 million.

A last message

On May 14, at the age of 7, Grumpy Cat, passed on due to complications from an infection. Grumpy's family: "Besides being our baby, she helped millions of people smile all around the world. Her spirit will continue to live on through her fans."

Sources: www.bbc.com; www.nos.nl