The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Russian Internet Explodes With Memes After Aeroflot Cracks Down on Fat Cat

November 15, 2019



Instagram

An overweight Russian cat named Viktor captured the nation's heart after his owner snuck him onto a long-haul flight from Moscow to Vladivostok by swapping him with a smaller decoy cat during check-in.

But when Aeroflot caught wind of the news, they weren't so pleased — stripping owner Mikhail Galin of 370,000 bonus miles and canceling his account for bringing an animal 2 kilograms over its weight limit onto a plane.

In Russia, a country the highest percentage of cat owners on earth, the backlash toward Aeroflot was swift.

The country's meme-savvy social media users began churning out memes that poke fun at Aeroflot, paint the airline's competition as more cat-friendly and celebrate Viktor as a chunky hero of the people.

Here are just some of our many favorites:

"AirCat — Russian Airlines. Two kilograms is not a crime! #BroIsNotLuggage #ViktorFlies"

Embed:

> кот Виктор и Аэрофлот (история в картинках) pic.twitter.com/didjL5XqbB
>
> — Ирина (@feodosiya16) November 13, 2019

A new idea for the Aeroflot logo — it's both minimalistic and elegant.

Embed:

> «Я/Мы толстый кот», «Аэрокот, «Виктор, летай», «Бро не багаж». pic.twitter.com/giVluPWGwf
>
> — Sakt (@Sakt59) November 13, 2019

The Real Housewives of Aeroflot.

"S7 Airlines: Weight discounts for Siberian cats."

International airlines also got involved.

"Lufthansa: All cats are welcome since 1926!"

Embed:



Посмотреть эту публикацию в Instagram

Публикация от Darya Bukina (@darya_bukina) 13 Ноя 2019 в 3:23 PST

Body positivity, British-style.

Embed:

> Лучшее pic.twitter.com/GjzRJOFxZA
>
> — Здесь Шепелин (@ilya_shepelin) November 14, 2019

All cats deserve business class flights...

...and not to be punished for 2 extra kilograms.

Embed:



Посмотреть эту публикацию в Instagram

Публикация от Darya Bukina (@darya_bukina) 12 Ноя 2019 в 12:37 PST

Russian cats showed their solidarity with Viktor:

"Shelya is standing for the protection of Viktor's owner and doesn't approve of Aeroflot's actions. #iwefatcat #aeroflot"

Embed:

> Шеля категорически выступает в защиту хозяина кота Виктора, не одобряет действия Аэрофлота #ямытолстыйкот #аэрофлот pic.twitter.com/d7VpTeOl2K
>
> — Сталина Гуревич (@1133488) November 13, 2019

"Boy, bring us some milk. We've passed the weight test."

Embed:

Посмотреть эту публикацию в Instagram

Публикация от Татьяна (@vtvnsk13) 14 Ноя 2019 в 11:53 PST

When there's no gravity, you don't need to worry about weight limits.

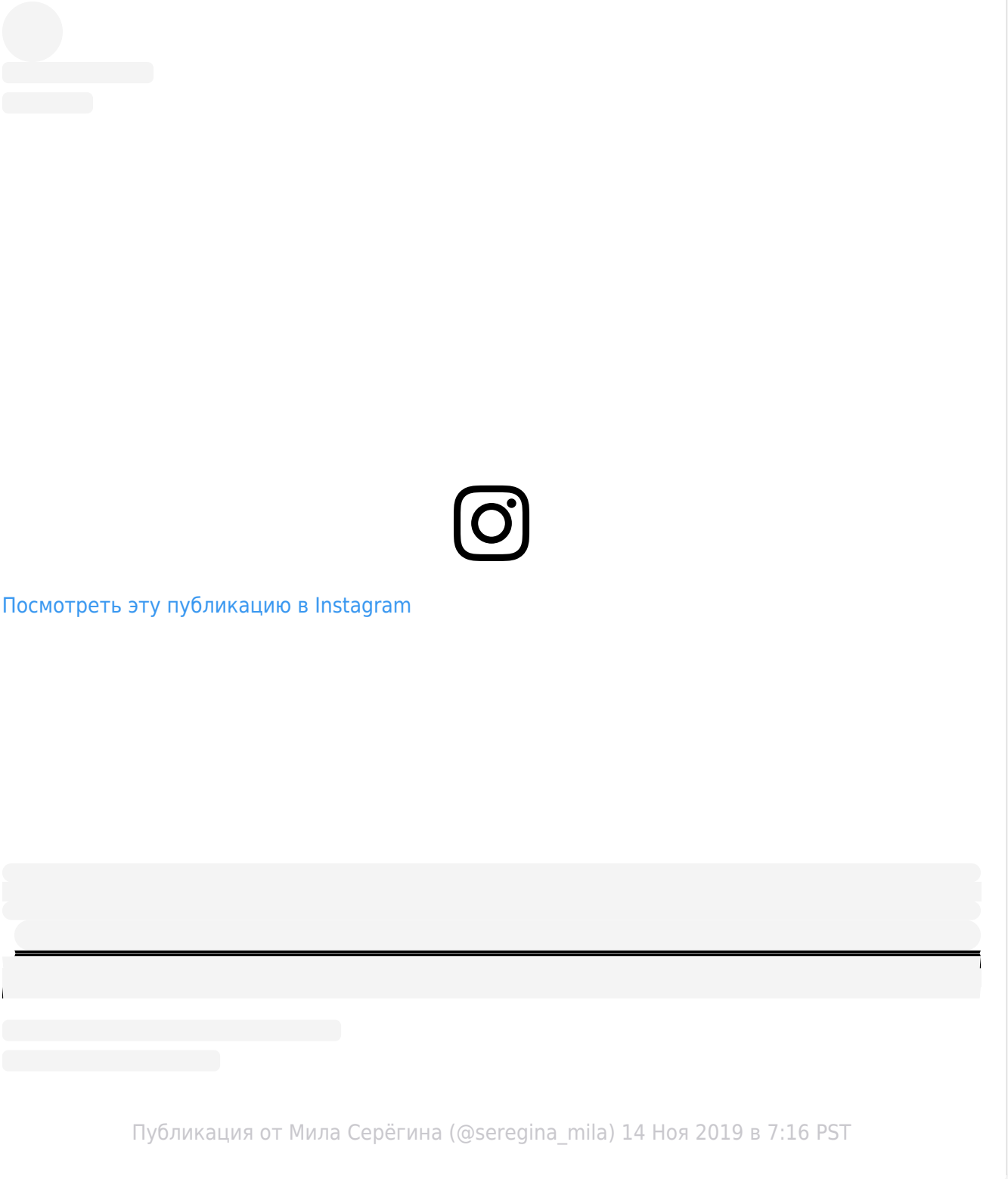
Embed:

Посмотреть эту публикацию в Instagram

Публикация от Индилайт | Indilight (@indilight_official) 14 Ноя 2019 в 6:36 PST

"All the cats of the world stood on scales, went on diets and lost their fur!"

Embed:



Once he landed safely in Vladivostok, Viktor was treated to a private workout session with Russian hockey players, who helped him burn off those extra kilograms.

Embed:

> 10-килограммовый кот Виктор летел из Риги во Владивосток не просто так: у него была персональная тренировка в @hcadmiral под руководством Николая Пронина. pic.twitter.com/eZjoa2VT0N
>
> — КХЛ (@khl) November 14, 2019

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