

No issue feels taboo. Instead, Jucee Froot burns through bulletproof bars, confessional choruses, and clever adlibs without fear. This relentless approach coupled with tear-filled viral freestyles, countless shows nationwide, and a prolific string of independent releases affirms the Memphis, TN rapper as an honest voice with a true story to share. Generating upwards of 20 million views as of 2020, landing a deal with Art@War/Atlantic Records through her record label Loyal 100 Entertainment, and attracting the endorsement of everyone from Birdman to Pusha T, Fat Joe and Kevin Gates she pulls no punches on a string of upcoming major label releases.

“I’m not afraid to speak on anything,” she proclaims. “I’ve made songs about daddy issues, being raped, getting pregnant, and everything. I got songs you can dance to. I got songs that make you think. It’s all-around. I respect listeners through being honest all the time. I’m a female who made it out of the bottom, took everything, and still kept going regardless of anything. I’m a different breed. I want everybody to see my talent and know the story.”

Born in Memphis, music amplified her voice as a shy child. At six-years-old, she moved to Atlanta alongside mom and joined the choir in church, unlocking artistic potential. *“I wasn’t very confident, but they were giving me solos in church, so I felt like a movie star*,*”* she smiles.

Upon relocating back to Memphis, she picked up piano a few years later, learning how to play songs from Beethoven, K-Ci & JoJo, and Alicia Keys by ear. Under the spell of Lil Wayne, she gravitated towards hip-hop and started recording as a preteen aided by her stepdad’s midi-controller. In 2011, she began uploading freestyles on Facebook, building an audience quietly. Inspired by one of her biggest influences and idols, the late Flyboy Zee, Jucee decided to record a freestyle over K. Camp’s “Damn Right” in 2013. The video went viral on *WorldStarHipHop*, putting up nearly 1 million views.

Signed to the record label Loyal 100 Entertainment founded by FlyBoy Zee and his brother Gigg they helped develop her as an artist as she honed her craft in the studio. As her profile rose, she faced a series of trials and tribulations. After the birth of her second son King, Jucee took a much-needed break only for tragedy to follow. King’s father would be gunned down in a drive-by on Beale Street, gasping his last breath in Jucee’s arms. Jucee wanted to quit her music career, but her manager Gigg pushed her to keep moving forward and insisted she put her pain in her music. Jucee took this advice and dropped the 2015 *Diamond in the Rough* mixtape, boasting guest appearances from FlyBoy Zee as well as Young Dolph.

FlyBoy Zee also fell victim to gun violence—shot over 17 times in his home. In the wake of his murder, Gigg and Jucee relocated to Houston. At the top of 2017, she churned out a fiery freestyle over Migos’s “Bad and Boujee” and once again lit the internet up to the tune of 1 million views in under 24 hours. Cash Money Records Co-Founder and rap icon Birdman invited her to Miami and although he would have flown her out, Jucee insisted on making it out there without anyone’s help. Birdman took Jucee under his wings and became a mentor to her. His help and blessings proved to be a turning point for her evolution.

In the meantime, she kept performing on any stage possible. Amidst the road trip back to Texas, she ended up stranded in Show Low, AZ as the result of a wreck with an 18-wheeler.

“To be honest, I don’t know how we did it,” she sighs. “I’m sure God stayed behind us through the whole time. When you hear the music, you’ll hear how I keep moving.”

In 2019, she moved at lightspeed with the hit “Shake Dat Ass.” Powered by an off-kilter bounce, skittering hi-hats, and a hummable chant, the single not only racked up millions of streams and incited *“females twerking everywhere*,*”* but it eventually made its way the attention of Art@War and Atlantic Records where she inked her contract.

Now, the artist ignites the next phase on the official remix of “Psycho” [feat. Rico Nasty]. An ominous bass line rings out as she vaults from one vivid and visceral verse to another before the hypnotic hook, *“Go psycho!”*

“I was ecstatic doing *‘Pyscho*,*’*” she recalls. “I was in Detroit working with Helluva, and I brought out a different flow. The reaction went crazy. There’s no way you can’t sing along to it. It always gets me hyped up. I give it the same energy every time.”

Her 2020 mixtape *Black Sheep* fuels this energy further. The project lives up to its name as it appeals to outcasts everywhere. “I’ve always been considered the black sheep just because I took an unexpected path and was always a little more rebellious growing up, Jucee stated. “I feel like an outcast because I’m a threat to people that try to look past me.”

In the end, Jucee remains an open book and builds an unbreakable connection.

“You ain’t ever heard a female like me,” she leaves off. “I want women to be comfortable enough to talk about whatever they want. I’m trying to change the game. My only competition is myself. I’m hard, but I make music from the heart that people can relate to and I will continue to stay true to myself and push forward.”