**JUCEE FROOT RETURNS WITH CONFIDENT ANTHEM “COULD NEVER”**

**RISING MEMPHIS RAPPER’S NEW SONG AND LAVISH VIDEO STREAMING NOW**

[**STREAM “COULD NEVER”**](https://wmg-my.sharepoint.com/personal/tiana_timmerberg_atlanticrecords_com/Documents/Desktop/juceefroot.lnk.to/CouldNever) **|** [**WATCH “COULD NEVER”**](https://wmg-my.sharepoint.com/personal/tiana_timmerberg_atlanticrecords_com/Documents/Desktop/juceefroot.lnk.to/CouldNeverVideo)

A picture containing person, indoor

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Jucee Froot has returned with the confident anthem “Could Never,” a boasting and charismatic track that encourages everyone to let their value be known. Produced by Dylan "DMacTooBangin" McKinney (Polo G, Lil Baby, & YoungBoy Never Broke Again), the brand new “Could Never” is streaming now alongside a lavish companion video that showcases Jucee’s performance & rapping prowess. “Could Never” is available now via DSPs and streaming services [HERE](https://wmg-my.sharepoint.com/personal/tiana_timmerberg_atlanticrecords_com/Documents/Desktop/juceefroot.lnk.to/CouldNever), and the companion video is streaming now via YouTube [HERE](https://wmg-my.sharepoint.com/personal/tiana_timmerberg_atlanticrecords_com/Documents/Desktop/juceefroot.lnk.to/CouldNeverVideo).

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[**WATCH “COULD NEVER”**](https://wmg-my.sharepoint.com/personal/tiana_timmerberg_atlanticrecords_com/Documents/Desktop/juceefroot.lnk.to/CouldNeverVideo)

A picture containing person, outdoor

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“Could Never” follows a number of Froot Fridays freestyles and official single “I Need a Bag,” streaming now via DSPs and streaming services [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fjuceefroot.lnk.to%2FINeedABag&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935671931%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=hiWzB%2BIZoRypO1aKeyBIAERVsnrjU2DaKWh81rnoKlM%3D&reserved=0) alongside a luxurious companion video streaming now via YouTube [HERE](https://nam04.safelinks.protection.outlook.com/?url=http%3A%2F%2Fjuceefroot.lnk.to%2FINeedABagVideo&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935681923%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=yPCEFngAsjEWdQZrSmSIfgAgeppf1pV0QHy4TNpCxKU%3D&reserved=0). Produced by Cookgodz for Loyal 100 Entertainment, “I Need A Bag” was preceded by a series of explosive freestyles that have amassed hundreds of thousands of views and include the vulnerable “[Bottom Bitch](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FVexqToiB6H8&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935691917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=FkQujjT8glteqk%2FgSCQSgDkjwSSVyuNcj1%2FCq0CfVUg%3D&reserved=0),”  “[Industry](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FXcxo1Z38ZBM&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935691917%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=mmblUbKArVWqZ%2BoCxfIJtEwIEf8R%2FO%2FXjX2k7hK3TQw%3D&reserved=0),” and the anthemic “[Successful](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2F8McfGKU4wxs&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935701910%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=LrCeZ6N65TF%2BMuae32eIoA1%2FmVtefmyXHM1L95L9%2FI8%3D&reserved=0).”

***“Jucee’s come a long way in a relatively short time but she’s just getting started” -*** [**UPROXX**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fuproxx.com%2Fmusic%2Fjucee-froot-interview-birds-of-prey-insecure%2F&data=04%7C01%7Ctiana.timmerberg%40atlanticrecords.com%7Ca3cc4f9d63da413d109a08d953777d4e%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637632594935701910%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=nLQZTBLmERLtNkqbHxCOPe4pGLinjscuq7LOk284wm0%3D&reserved=0)

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Jucee Froot has quickly become a vital presence in hip-hop, an honest voice equally hailed for her fearless approach as well as her bulletproof bars, confessional choruses, and clever adlibs. The Memphis, TN-based rapper earned every bit of that acclaim and now has a major label deal with Loyal 100 Entertainment/Art@War/Atlantic Records. Jucee is featured on the major motion picture *Birds Of Prey* soundtrack with “[Danger](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D3yJvOPtG6HE&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156611079%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=05HTo97OFD25RGQkB49pBGUqt0mXalcZeeUlC25dDzg%3D&reserved=0),” on STARZ original series *P-Valley* with theme song“Down In The Valley” and fan favorite track “[No Broke Dick](https://www.youtube.com/watch?v=5uAYmTjoGWE)*,”* theofficial *INSECURE* soundtrack with the enticing “[Eat Itself](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Finsecure.lnk.to%2FEatItself&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156621070%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=JQfCwx3s4RH3rDaV%2B72X%2B3MJG7siTV6%2BSCiVscpomdI%3D&reserved=0),” and more. Along with her many soundtrack appearances, Jucee recently performed and filled in as a guest captain on VH1’s *Wild N Out*.

Now boasting over 48M global streams and another 48M+ official video views, the rising Memphis rapper started a new era with “[I Need A Bag](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjuceefroot.lnk.to%2FINeedABag&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156621070%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=1b%2F2lyzkWT8twBV1jUbOzUUBnMSePhMkyFJzFiCB1Vc%3D&reserved=0),” a flexing track that shows off her clever lyrics and gliding flow.

Tracks like “[Life’s A Bitch](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DtQwk65tae5o&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156641061%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=LVylKofLi6ozfdUA2eRl28WhqvSDTCVowO%2FomrloLbE%3D&reserved=0),” an electric “[Psycho](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Du-tyIB7OJiE&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156651054%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=yKt1AUdZv%2FBuv9thAmC7RsHrRa7shXTv8VFav8Pfe%2B4%3D&reserved=0)” remix featuring Rico Nasty, and “[Sidewalk](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DsMUuaiJlUEY&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156651054%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Iut3rmEtb3pm%2FXE5QZ%2FL%2FQUGxAYvmwJLcRPrBn784eY%3D&reserved=0)” all affirmed Jucee Froot as a one-of-a-kind new artist with a remarkable true story to share with the world. Her 2020 mixtape [*BLACK SHEEP*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Falbum%2F0573zeMbhml7URGVyy8wDu%3Fsi%3DN-9wcPxMRBa4g2PI4CZD8A&data=04%7C01%7CTiana.Timmerberg%40atlanticrecords.com%7C2e2a24d8023f4ca85d1608d9680e2135%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637655232156661050%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ZZAFSBzhaRHPzlO%2BDptlcu1hnFRmVOdje1eVdD3r68g%3D&reserved=0) lives up to its name as it appeals to outcasts everywhere while also touting features from A Boogie Wit Da Hoodie, Juicy J, and more. “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.

**CONNECT WITH JUCEE FROOT:**

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