

MR SWEET

BAND NAME: Mr Sweet

TAGLINE: London yacht rockers

SHORT BIO:
(75 words)

Mr Sweet are a London-based yacht rock band whose music channels the smooth grooves of classic 1970s West Coast AOR or "yacht rock" (think: Steely Dan, The Doobie Brothers, Billy Joel) expertly blended with the charm and wit of classic English rock bands (think: The Beatles, Supertramp, Queen) making for a sound that is both refined and complex, both dry and sweet.



LONG BIO: (500 words)

What is Mr Sweet?

Mr Sweet is what happens when two musical worlds collide:

1. The sunshine-drenched microcosm of late 1970s West Coast/LA smooth rock (also known as: "yacht rock"), where Steely Dan's tight studio production melted our heads and Michael McDonald's smooth, electric-piano accompanied baritone melted our hearts...
2. London, land of the proverbial "English Band", home of The Beatles, Elton John, Supertramp and Queen, home of songwriting genius, melodic earworms and (sometimes) colour-coordinated fashion...



The band begins blending these transatlantic influences in the run-up to their debut album (*Mr Sweet*, 2020) in which chief songwriter Matthew T. Hall realises something profound:

"Nobody else is going to perform these eccentric songs of mine ... I should play and sing them myself ... with the best musicians I know."

Thus Mr Sweet is conceived and immediately expanded from one man into a power trio: Keys. Bass. Drums.

Why the name Mr Sweet?

Because dry snares and clipped basslines call for thick, juicy chords and honeyed melodies. Rock meets jazz, *Gruyère* meets *Côtes du Rhône*, 3-minute power-pop ditties meet 10-minute disco jams and literally everyone is happy.

"...and it won't hurt if the bass player switches to sax from time to time..."

Parallelogram (2025)



The early 2020s are unkind to bands cutting their teeth on a non-existent live scene. Compromises are made. Recording studios are built. *Many* more songs are written...

While the world slowly wakes up, the second album keeps us busy. Two issues are resolved: (1) the suspicious production values in the debut; and (2) the absence of a guitarist. Thus the band and the music grow, in parallel, and Mr Sweet becomes a proper band with four players (two squared!).

Armed with enough non-Hall & Oates songs to fill a set, we begin signing up to open mics and jam nights in South London. By the end of the year, a number of local music pubs now have a favourite band.

We find ourselves playing the social media game. Rehearsals are cut short to film something ridiculous for TikTok. Phones with ludicrously capacious storage are purchased with which to film every gig from six angles. Mr Sweet grows...



What's next?

Mr Sweet *squared* is preparing to evolve into Mr Sweet *cubed*.

Festivals, club residencies and monthly listeners are the order of the day.

We are also working hard on even *yachtier* third album and will be dropping not one, not two, but **three** infectious catchy singles over the coming months...

SOCIALS / LINKS:

WEBSITE: www.mrsweetmusic.com

SPOTIFY: [Mr Sweet on Spotify](#)

YOUTUBE: [@mr_sweet_music](#)

INSTAGRAM: [@mr_sweet_music](#)

TIKTOK: [@mr_sweet_music](#)

X: [@TheRealMrSweet](#)

TECH RIDER:

See overleaf

HIGH RES IMAGES & LOGOS:

Included in this zip

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