

PEACHY SWEET



MUSIC EXPERT

Robin "Peachy Sweet" Ware is an American music executive, songwriter, artist and founder of Grind Force Records based in Atlanta, GA. Bringing forth hot tracks "Probably" (produced by Grammy award winner "Ghost Music"), "People in the back" and the classic strip club anthem "Rubberband Dance", Peachy proved she is a woman of many magnitudes by being featured in VIBE Magazine as well as Entertainment Underground Magazine.

Raised in Decatur and Stone Mountain, GA, Peachy grew up strongly attached to music. While attending Redan High School, she joined "Sudden Impact", the marching band's drum line playing the bass drum later becoming section leader and percussionist of the year. After earning an Associates degree in Criminal justice from Georgia Perimeter College and a Bachelors degree in Psychology from Georgia State University, Peachy got a life changing start in the music industry when she won Hot 107.9's Birthday Bash grand prize!

She first started working in the music industry as an internet radio host and later as director of DJs and Record pools at Big Cat Records. She started her own independent label, Grind Force Records in 2009 and has since collaborated with many industry vets including Parlae (Dem Franchise Boyz) as well as international artists Grey, Rojayjay (Ghana, Africa), Kevo (Tanzania, Africa) and London's girls group Anything But Monday. A true entrepreneur at heart, Peachy is also a humanitarian with a special passion for the deaf community particularly deaf children.