

ROBBIE RIVERA REL

By **Grant Gilmore** - August 26, 2022



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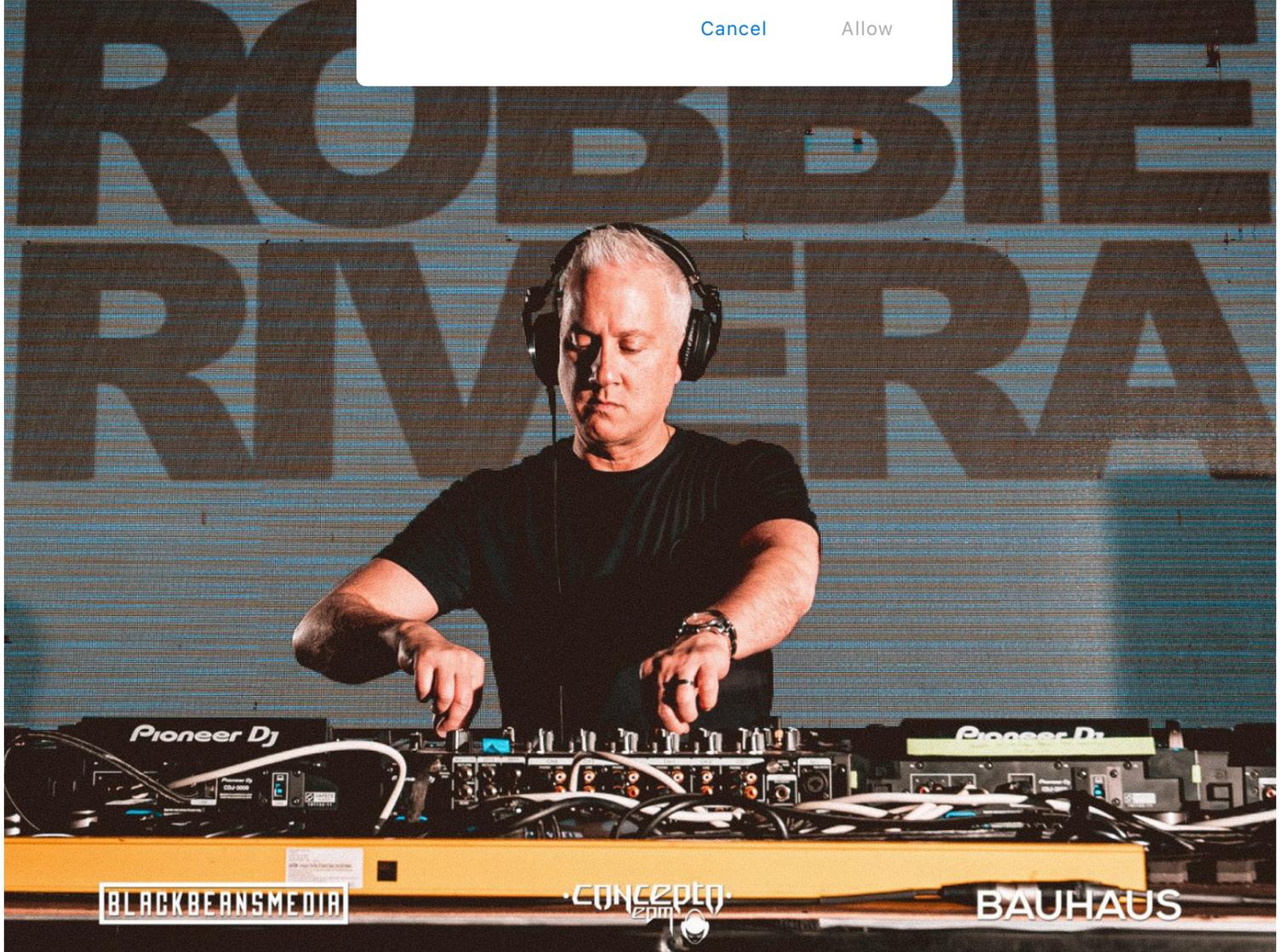


Photo Credit: Black Beans Media



Robbie Rivera teams up with The Melody Men to drop “Jump Up,” the first single to be released on the recently relaunched Juicy Music.

DJ, producer, and label owner **Robbie Rivera** might have a lengthy career in the dance music scene, but that hasn't stopped him from continuing to innovate and breathe new life into the community. This was put on display last year when he dropped a fresh cut of “**Girlfriend**” that saw him work with **Allen Wish**, and now in 2022, he's relaunched his imprint, **Juicy Music**, as well.

Juicy Music Group is one of the long-standing labels in the dance music scene with releases spanning over two decades, and now it will see renewed growth as Robbie Rivera pinged ex-Spotify executive **Austin Kramer** and **Novation Holdings** to help revamp it. The new focus of the imprint will be showcasing rising artists and top producers in the scene while also hosting live events and even curating artist NFTs.

Earlier this month, they kicked off the label relaunch with a show at Le Rouge in Miami, but the celebration wouldn't be complete without a new release – and Robbie Rivera had the perfect track in mind for the occasion. Teaming up with **The Melody Men** for “**Jump Up**,” he blends old-school electro house grooves with the UK-based duo's signature vocal work to create a track that won't just get dancefloors moving to the beat but also harken back to the early days of Juicy Music.

I grew up in the Caribbean, and reggae was a huge part of my musical upbringing. The Melody Men are extremely talented at producing great hooks and amazing tracks that work well alongside these genres. After working with them on the single, 'Switch It,' I figured let's try it again for another tune!

Robbie Rivera

This is just the beginning for the newly revamped label, as both Robbie Rivera and Austin Kramer are on the hunt to add more artists to the roster and fuse them with the iconic sound that it has become known for since 1996. Check out Robbie Rivera and The Melody Men's “Jump Up” on Spotify or [your preferred platform](#), and stay tuned for more releases from Juicy Music by following them on social media!

Stream Robbie Rivera and The Melody Men – Jump Up on Spotify:



Connect with Robbie Rivera:

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [SoundCloud](#)

Connect with Juicy Music:

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [TikTok](#) | [SoundCloud](#) | [YouTube](#) | [Beatport](#)

GRANT GILMORE

Grant Gilmore’s authoritative voice as a media professional lends credibility not common to EDM journalism. As the founder of EDM Identity he has effectively raised the bar on coverage of the past decade’s biggest youth culture phenomenon. After ten years of working for nonprofit organization Pro Player Foundation, Gilmore launched EDM Identity as a media outlet offering accurate informative coverage of the rave scene and electronic music as a whole. Although they cover comprehensive topic matter, they have taken special care in interviewing the likes of Armin van Buuren, Adventure Club, Gorgon City, Lane 8 and Afrojack. In addition to household names, they have also highlighted unsung heroes of the industry through their ID Spotlight segment. Whether he’s covering it or not, you can expect to find Grant Gilmore attending the next big electronic music event. To find out what’s next on his itinerary, follow him via the social links below.

