

Sheff G is the lion of New York's hottest drill collective, Winners Circle. With millions of views on his booming and authentic songs such as "Moody" and "No Suburban 2," he's the heir apparent to the throne of rap that hovers over the state. And as you can see across thousands of mentions and millions of streams, he's the topic of conversation no matter where you go. The craziest part? He's just getting started.

21-year-old Sheff G, born **TK**, was raised in Flatbush, Brooklyn. His household, comprised of a Trinidadian mother and **Haitian** father, wasn't the richest growing up, so he was exposed to the struggle early on, and it remained with him for the duration of his childhood. His catchy, yet simple, name comes from the term for the person in charge of a kitchen, "chef," and "G" which stands for gangster.

He was immersed with rap from an early age and knew that in the future he'd be crowdsurfing while the crowd recited his songs. Some of his favorite artists growing up were 50 Cent, Notorious B.I.G., and Eminem because his older cousins would play the music around him. Once he made it to his teenage years, he discovered Chicago's drill scene and grew to be fond of Chief Keef's music.

History was made in 2016 when he recorded his first song with fellow Winners Circle artist, Great John. It was "Nightmare," a tune that was made in someone's living room in the midst of joking with each other. It turned into a smash local hit and let him know that he could really do this if he wanted. From there, he created a series of songs called "Panic" that utilized drill beats from the United Kingdom to switch up the expectation of modern drill music out of New York.

The formation of Winners Circle didn't occur until 2019, and it came at the perfect time when Sheff G was feeling burned out. Together with his producer Great John and artists like Sleepy Hallow and Eli Fross, they created the collective that is now the hub for everything they do creatively. Sheff's message to anyone else who similarly felt burned out at a time when nothing's clicking like they want them to is to "have patience because the next victory is the one that can make you."

Fast forward to now, and Sheff G is at the top of his game after multiple projects and collaborations that have won the world over. Over the last four years, he's eclipsed millions of views on many of his songs such as "We Getting Money" that was released in 2019 and sits at 8.4 million views, and "Moody" that has amassed 5.5 million views in a little more than two months. He describes the process to make these records as an in-synch process with producer Sleepy John where they find a melody and build an entire song out of the melody alone.

With new music in the works and an ever-growing fanbase that often compares him to the Notorious B.I.G., Sheff G's entry into the best rapper conversation in New York feels like it's coming any day now. Until then, and after, he's making plays with the Winner's Circle team while further propelling himself into rap's stratosphere. He has a *very* long career ahead of him.