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The track also arrives alongside a luxurious video directed by **Choppa** himself. Listen [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnlechoppa.lnk.to%2Fmmmhmm&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cc943947c3a864230791608d95b8fe00a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637641495769140930%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=HAh83PGAeJS66g%2Bjvu86pvYi26DM%2B8%2FAblIlVrRHynI%3D&reserved=0) and watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnlechoppa.lnk.to%2Fmmmhmmvid&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7Cc943947c3a864230791608d95b8fe00a%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637641495769150923%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Owh4QrMNGV1GD9GrmQJ%2F1m5Ctb0QSGgW9UnxDry%2Brg8%3D&reserved=0).    “**Mmm** **Hmm**” feels like another instant smash for the Memphis rapper, who hasn’t let his foot off the gas so far in 2021. Floating above a wordless hook and dizzy piano loop, **Choppa** raps about his hectic life on the road, the joys and isolation of being a global phenomenon. *“Fresh off a plane I think I’m in Ireland/But I feel like I’m on another planet,”*he spits. He also shows off his signature wit and memorable one-liners with bars like: *“Whip the wheel like I’ma pro / Exotic kinda like my name Joe.”*    The accompanying visual, which **Choppa**directed himself, finds him going from a Lambo to a private jet, hopping from city to city without a care in the world. **Choppa** can’t lose and he knows it. The party really starts when he reaches his final destination, a tropical retreat outfitted with a wooden-beamed bed and a pool that would make your favorite stylish celeb jealous. It’s a fitting luxe celebration for an artist who’s quickly coming into his own atop the rap world.    “**Mmm Hmm”**picks up the pace for what was already a wildly successful year for **Choppa.** In June, he released the poignant “Letter to My Daughter,”which provided an introspective look at his personal life. On April 1, he released his beloved “First Day Out,” a freestyle over SpotemGottem’s “Beat Box.” The video has since achieved 57 million views on Youtube and the track was eventually reissued as an official remix called “Beat Box 4.” Back in January, **Choppa** dropped “Picture Me Grapin,’” with a video paying homage to Tupac Shakur. The visual was released at 11:11 AM on January 22, playing up **Choppa’s** fascination with numerology.  **Choppa** continues to push himself and the culture forward. He crashed the Top 10 of the Billboard 200 with his 2020 debut album, *Top Shotta*. He achieved a record run of 24 weeks atop Billboard’s Emerging Artists Chart. To date, he has gathered 5 billion-plus global streams, six RIAA-certified plaques, a spot on the 2020 XXL Freshman list, and a nomination for the 2020 BET Hip-Hop Awards’ Best New Artist. With “**Mmm Hmm**,**” Choppa**returns to the playful style and smooth swagger fans fell in love with, showing that he can go deep and have fun all at the same time. | |  |  |  | | --- | --- | | |  | | --- | | A picture containing sky, outdoor, person, nature  Description automatically generated | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS PHOTO HERE](https://press.warnerrecords.com/wp-content/uploads/2020/10/NLE-Choppa-Photo-By-Nicholuas-Sommer-2-scaled.jpg)  CREDIT: NICHOLUAS SOMMER | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT NLE CHOPPA**  With poise, charisma, and cleverness way beyond his years, 18-year-old NLEChoppa burst onto the scene and immediately grabbed our attention and captured our hearts. Choppa has amassed over 5 billion global streams across platforms and more than 1.3 billion YouTube views while gaining a cult following that transcends age and socioeconomic status. Making Choppa the #1 Billboard Emerging Artist. His breakout hit, “Shotta Flow,” has achieved an RIAA platinum certification and more than 171 million views alone for its raw, true-to-life music video, while the remix featuring Blueface has garnered over 230 million views and counting. Additionally, Choppa’s singles, "Camelot,” “Shotta Flow Remix,” and “Shotta Flow 2,” have earned RIAA platinum certifications, while "Shotta Flow 3" “Famous Hoes,” and "Capo" reached certified gold status. His music and charisma have also garnered support from *Billboard, The New York Times, Forbes, GQ*, *Complex*, and *XXL*. As a young boss with street-savvy, Choppa and his family grew No Love Entertainment (NLE) from humble beginnings in Memphis to a burgeoning full-fledged imprint with Warner Records. NLE Choppa continues to take hip-hop by storm and solidify his place as the next global superstar. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW NLE CHOPPA:**  [Website](https://www.nlechoppa.com/) | [YouTube](https://www.youtube.com/channel/UCWICXNlSLc7eeNazpzUZcLg) | [Instagram](https://www.instagram.com/nlechoppamusic/?hl=en) | [Twitter](https://twitter.com/nlechoppa1?lang=en) | [Press Site](http://press.warnerrecords.com/nle-choppa/)  **For more information, please contact:**  Aishah White | Warner Records  [**Aishah.White@warnerrecords.com**](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | A picture containing shape  Description automatically generated | | | | | | |
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