

## FRESCO TREY SHARES MOODY NEW SINGLE “VEGAN”

LISTEN [HERE](#)



[DOWNLOAD ART HERE](#)

**November 18, 2022 (Los Angeles, CA)**– Today, rising Memphis rapper **Fresco Trey** returns with the moody new single “**Vegan**.” Listen [HERE](#) via Warner Records. The multi-layered track, which follows September’s hard-hitting “[7/11](#),” further showcases the 22-year-old newcomer’s melodic, introspective style.

“**Vegan**” is all about atmosphere and melody. Ominous keys and rumbling bass underline **Trey**’s anxieties and ambitions. “*I’ve been in a dark place for too long*,” he admits right out of the gate. Still, he’s hopeful—and hardly vengeful. “*I don’t beef*,” he casually boasts, “*I’m basically vegan*.” His wit is as potent as his flow, which—alongside the airy production—gives the song a hypnotic vibe.

About the track, **Trey** shared, “I have always prided myself on being a solid and genuine person in all areas of my life. I honestly have never been one to beef with anyone. I just do right by everyone I come in contact with and stay in my lane. When it comes to beef, I’m Vegan, I don’t beef with nobody! After every performance, I deliver the same message, “If we show more love than hate, the world will be great.”

“**Vegan**” is an extension of the evocative songwriting and dynamic energy of **Trey**’s *Heartbreak Diaries 2 EP*, the May 2022 sequel to his major-label debut. Boasting the runaway smash “[Need You](#),” the EP has amassed more than 20 million global streams across platforms. Prior to that, he attracted attention with *Heartbreak Diaries*, a showcase for his dynamic songwriting and melodies, including the Lil Tjay-assisted single “[Feel Good](#).”

Over recent months, **Trey** has demonstrated his range with vibrant and reflective singles like

“[Enjoy It](#),” “[Person I Came From](#),” and “[Key to My Heart](#).” Quickly emerging as one of rap’s great melody-makers with an uncanny talent for marrying otherworldly pop with hard-hitting production and inward-looking lyrics, Trey has garnered acclaim from *Billboard*, *XXL*, *Lyrical Lemonade*, *HotNewHipHop*, *HipHopDX*, and more. With “**Vegan**,” he makes it clear that he’s not going to rest on his laurels—and he’s certainly not going to hold back his feelings.

**PRESS ON FRESCO TREY:**

*“The artist has the melodies on lock, and he knows how to captivate his audience with storytelling and some personal anecdotes. On his latest single ‘Draft Kings,’ that is exactly what he delivers to listeners, and then some.” - HOTNEWHIPHOP*

*“Fresco Trey is an artist you’re definitely going to want to keep an eye on, and his latest EP *Heartbreak Diaries* is the perfect place to start your journey as you dive further into his discography.” - LYRICAL LEMONADE*

*“Fresco Trey is coming into his own.” - HIPHOPDX*



[DOWNLOAD PRESS PHOTO HERE \[CREDIT: JOSEPH CULTICE\]](#)

**ABOUT FRESCO TREY:**

For Fresco Trey, connection has always been more important than clout. Powered by gentle melodies and vulnerable emotions, his songs swirl together romance, paranoia, and reflections on his come-up into blurry-eyed anthems for an introspective generation. Floating over moody keys, the Memphis-raised singer, rapper, and songwriter lays himself bare on songs like “Luv Don’t Live Here,” spilling out loneliness and desperate confession. But Trey isn’t afraid to explore the happier parts of himself. He kicks back and soaks up the vibes on hits like “Feel Good.” The single is an example of the talent he hopes will inspire fans through both good times and bad. After sharing his Ruff Ryders EP in early 2019, he broke out with “By My Side,” which showcased his knack for

aspirational lyrics and memorable melodies. The track reached the ears of Post Malone and the Texas artist eventually invited Trey to travel with him on tour. With momentum at his back, a Post Malone cosign, and plans for a new EP, Trey is starting to look ahead to a hopeful future. He imagines himself as a superstar, atop the world's stage. But that's not what he's most concerned with. As he thinks about his new music, he just wants to continue to make honest songs that fans can relate to, to help others feel seen and understood. "I'm just trying to show that I'm human," says Trey.

**FOLLOW FRESCO TREY:**

[Twitter](#) | [TikTok](#) | [YouTube](#) | [Instagram](#)

**For more information, please contact:**

Yash Zadeh | Warner Records

[Yashar.Zadeh@warnerrecords.com](mailto:Yashar.Zadeh@warnerrecords.com)

