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Muddy's 'Payroll' Earns Global Recognition on Rolling Stone's Top 100 Songs of 2025

4 December 2025 - St. George's, Grenada **-** Grenada is celebrating a landmark moment for its culture, creativity, and Carnival legacy as 'Payroll', the explosive 2025 hit by Alex 'Muddy' Cuffie has officially been named one of **Rolling Stone's '100 Best Songs of 2025'**. Ranked at No. 85, this anthem stands proudly among international chart-toppers, solidifying Grenadian Soca's rightful place on the global stage.

'Payroll' - which also captured the 2025 Grenada Power Soca Monarch title - has become one of the most celebrated Soca releases of the year, blending cultural storytelling with unmatched Jab energy. "This moment is a blessing beyond words for me, my team and the entire tri-island of Grenada, Carriacou and Petite Martinique," said Alex 'Muddy' Cuffie. "Seeing 'Payroll' recognized by Rolling Stone is a big win for us and the whole Caribbean - and I'm really honored to be able to play my part in this music movement."

John and Jason James of Xpert Productions, the Carriacou-born producers behind the track, shared their pride in seeing Grenadian creativity reach new global heights. "As producers from the tiny island of Carriacou, it is a blessing to see our music being appreciated on this level,"

they shared. “This global recognition reflects the true power of Grenadian soca music and we are truly grateful to Rolling Stone for recognizing Caribbean culture in such a meaningful way.”

This spotlight follows the success of the 2025 Spicemas Posse Press Trip Experience, hosted by Industry 360, Mel & N Media Group, and the Grenada Tourism Authority (GTA), which welcomed over 20 regional and international media professionals from the US, Canada, United Kingdom and the Caribbean to Grenada for an immersive cultural experience. Among this year’s media cohort was Rolling Stone staff writer Mankaprr Conteh, whose critically-acclaimed feature praised the song as “absolutely electric”, spotlighting the song’s dominance during Spicemas, its global Carnival impact, and its deep reverence for the centuries-old Jab Jab tradition.

“The Spicemas Press Trip Experience was born from a necessity to amplify Caribbean stories our way,” said Tenille Clarke of Industry 360 and Melissa Noel of Mel & N Media Group. “This partnership with the Grenada Tourism Authority reinforces one truth: Grenada continues to be a lighthouse for the future of our brilliant music industry. We are grateful that the world once again has an opportunity to step into the powerful world of soca through the eyes and ears of Rolling Stone, one of the most respected media publications worldwide.”

This achievement is a powerful reminder of the talent, creativity, and cultural richness that Grenada and the wider Caribbean bring to the world. With Grenadian artists, producers, and cultural initiatives driving global attention, Caribbean music is reaching new audiences and leaving an indelible mark on the international stage. As the island’s traditions and infectious energy gain recognition, momentum for Caribbean artistry continues to grow, opening doors for the next generation of creators and performers.

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About Alex “Muddy” Cuffie

Grenadian recording artist “Muddy” is a leading voice in Soca, known for his commanding performances and genre-blending sound. With top placements in Grenada’s Soca Monarch over the years, his focus is on purpose over accolades. Rooted in culture and faith, his internationally acclaimed track ‘Payroll’ highlights his poetic style and conviction. His work celebrates Caribbean heritage while pushing the boundaries of Soca music.

About Xpert Productions

Founded by brothers John and Jason James of Carriacou, Xpert Productions is a leading Grenadian music house renowned for elevating soca with high-quality, culturally rooted work. They have produced hits for artists like Blaxx and Slatta, bringing Carriacou’s rhythms to a global audience while supporting the development of local talent. Their flagship Xpert Studio has become one of Carriacou’s most active recording spaces. Guided by tradition and a commitment to an authentic sound, Xpert Productions continues to shape the next generation of soca music and Caribbean artistry.

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