

It was in late autumn 2002 that Niki Horak, Reini Hackl and Stephan Brückler first met at a variety show in the city centre of Vienna. Being fed up with spending loads of money on such amusements and the like, the three delicatessen department managers-to-be downed a couple of glasses of champagne in the plush ambience of the posh wine bar surrounded by incredibly beautiful women. During this evening the idea was born to found a band, since it seemed only logical that their success rate in pulling girls would be so much higher if they played in a band. Furthermore, the guys came to the conclusion that champagne did not go well together with a hot meal.

It did not take long till the three had bought a low-cost musical instrument starter-kit and rented a cold and damp cellar to play the newly bought electric guitar, bass und drums. This was also where the first songs were written and where they rehearsed for their first gigs.

When they had played their first successful gigs in run-down wine bars outside the city centre, supermarket recorded a few songs on CDs which were sold at extortionate prices on these occasions - ladies got them for free. The positive feedback was breathtaking, the path was set and they made their first acquaintances.

One of them was a young lad from Tyrol who fooled them with his long blonde wig. The name of this false groupie was Linus Schmid, who turned out to be a brilliant sound technician with a sound knowledge of all kinds of electronic devices. He soon joined the band as the band electrician and one-man-orchestra. Although the trio now had to divide their salary by four they welcomed Linus as an asset to the band.

Linus helped improve the quality of the recordings producing breathtaking technical masterpieces that involved instruments such as ukulele, melodica, cymbal, harp, strings, bells and other exotic instruments until the hard discs were smoking. The stunning results were such as the country had not heard of and sent shivers down the spines of listeners.

Soon the guys were contacted by numerous event locations such as the Chelsea, Flex, b72, U4, Planet Music and many more and were begged to play gigs there. Even fans from outside Vienna wanted to hear this "great new band" and eventually Supermarket even played at the famous annual Donauinsel festival organised by the City of Vienna.

And finally they arrived: girls, girls, girls!

So Supermarket had achieved their first goal and if the charming quartet is not carried off by drugs, alcohol, sex scandals and venereal diseases they have a promising future ahead and music lovers all over the world have something to look forward to.

Yes, we'll play wherever you invite us but we prefer whiskey instead of champagne...

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"this is how the police would sound in the 21st century!" - spex

"It works up soulful streetscapes, nimble reggae and just plain hot synth-bounce supermarket sounds their best on brash bangers in which they give a deliciously drawled ode to their pockets-filling mode: "I . . . fuckin' . . . love . . . it." - rollingstone magazine

"You'd better leave it alone!" - gerhard stöger, falter

"Rock'n'roll is a game. A big, stupid, sometimes hilarious, often seemingly pointless, occasionally even deadly game - but these guys play it well!" - NME

"the best which Europe has to offer at the moment..." - musikexpress