Herb Alpert and the Tijuana Brass Encyclopedia Article

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Herb Alpert and the Tijuana Brass

Though a life in music was not Herb Alpert's first choice—he initially attempted an acting career—he eventually became one of the most influential figures in the history of pop music. Throughout the 1960s, the Tijuana Brass, led by Alpert's trumpet playing, dominated the pop charts with singles including "The Lonely Bull," "A Taste of Honey," and "This Guy's in Love With You." Their unique Latin-influenced sound came to be dubbed "Ameriachi."

Alpert (1935—) was not only one of pop's most successful performers, but also one of its most gifted businessmen. With Jerry Moss he co-founded A&M Records, which later became one of the most prosperous record companies in the world; its successes included the Carpenters, Joe Cocker, and many others. After selling A&M to PolyGram in 1990 for over $500 million, Alpert and Moss founded a new label, Almo Sounds, whose artists included the punk band Garbage.

Further Reading:

Alpert, Herb. *The DeLuxe Herb Alpert & the Tijuana Brass.* New York, Music Mates, 1965.