

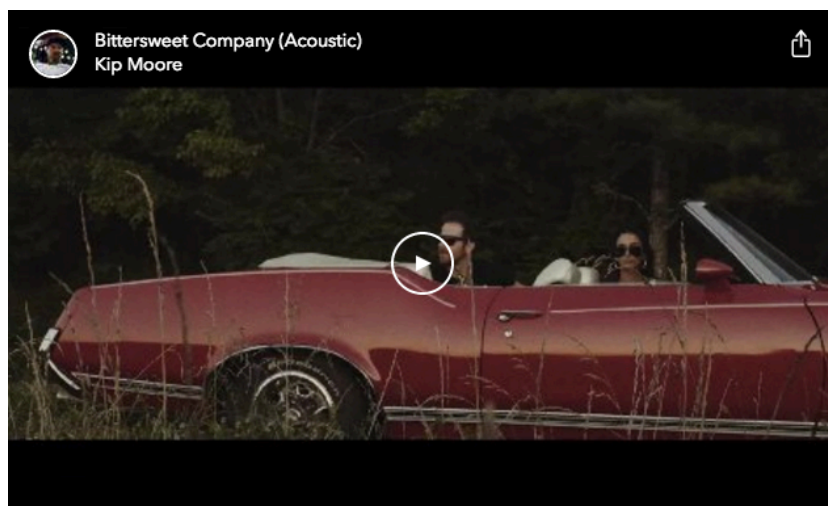
(8.25.17) <http://ew.com/music/2017/08/25/kip-moore-bittersweet-company-video/>

## Kip Moore says goodbye to an old flame in new 'Bittersweet Company' video



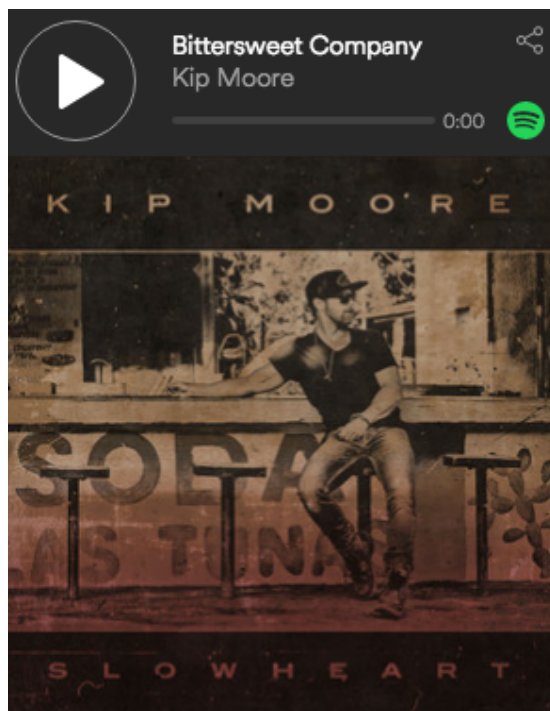
When it comes to his songbook, country rocker Kip Moore has long held a Bob Seger-like preoccupation with relationships. “It’s Complicated” and “That Was Us,” both off 2015’s *Wild Ones*, and “Hey Pretty Girl,” off his 2012 debut, bleed empathy and heartland grit. He adds to that repertoire on his upcoming third album, *Slowheart* (due out Sept. 8), with “Bittersweet Company.” Today, EW is thrilled to premiere the video for the tune, which soars with a sepia-toned, acoustic recording of the song.

“If any of us have lived any, we’ve been in that situation before,” Moore said when he stopped by Entertainment Weekly Radio (Sirius XM 105) earlier this week.



The cut that sees two lovers drift into uneasy territory. “I wrote this song in a very melancholy fashion, which is what [you hear] with the video,” he explained. “The lyric is heart-wrenching.”

Fans can also hear the pumped-up album version today. If you’ve pre-ordered the set, congrats — it’s now available as an instant gratification, and it’s currently streaming in advance of the full release. “It was a conscious thing for me to make the melody happy,” Moore said of his studio crafting. “It can really trick [you] into thinking you’re singing something really happy; it’s almost like “Tracks of My Tears” by Smokey Robinson in the way.”



Slowheart is due for release on Sept. 8. So far Moore has also shared “Blonde” and “The Bull” off the set, along with the Billboard Country Airplay Top 15 single “More Girls Like You.”