Snoop Dogg: The Doggfather of Rap, Culture, and Hustle



Snoop Dogg, the iconic American rapper, acclaimed record producer, and versatile actor.

Some call him the Doggfather. Some know him as Uncle Snoop. But no matter what you call him, one thing’s for sure: Snoop Dogg is a whole vibe. From the streets of Long Beach to the boardrooms of billion-dollar industries, Snoop has mastered the art of reinvention. With his slick rhymes, smooth demeanor, and untouchable hustle, Snoop’s life is nothing short of legendary.

The Birth of a Dogg

On October 20, 1971, Calvin Cordozar Broadus Jr. entered the world in Long Beach, California. But don't get it twisted—this baby boy wasn't destined for your ordinary life. Raised by his mother, Beverly Tate, after his father left the family, Calvin had to learn the art of survival early. His childhood was a mix of church hymns and street sounds, piano lessons and pavement battles.

His momma nicknamed him "Snoopy" because he loved the Peanuts character. Who knew that this little nickname would one day carry him into superstardom?

By his teenage years, young Calvin was running with the Crips, learning the rules of the game on the streets of Long Beach. But underneath that rough exterior, he had the soul of a poet. Snoop wasn't just a hustler; he was a storyteller. And he was about to flip his life script.

From the Streets to the Studio

In the early '90s, Snoop linked up with his cousins Nate Dogg and Lil' ½ Dead and his childhood friend Warren G. Together, they formed 213, named after the Long Beach area code. They started recording tracks, blending Snoop's hypnotic voice with Nate's buttery hooks. These tapes eventually made their way to none other than Dr. Dre—the mastermind of West Coast hip-hop. 3The moment Dre heard Snoop's voice, he knew this wasn't just another rapper. This was magic. Dre pulled him into the studio, and the two created the single "Deep Cover" in 1992. It was a hit, but that was just the warm-up. When Dre released The Chronic, featuring Snoop all over the album, the world got a taste of the West Coast sound that would define an era.

Doggystyle: Snoop Takes Over

In 1993, the game changed forever when Snoop dropped his debut album, Doggystyle. Produced by Dr. Dre and released under Death Row Records, the album

was a bombshell. It debuted at numer one on the Billboard charts, sold over 800,000 copies in its first week, and gave us timeless bangers like “Gin and Juice” and “Who Am I? (What’s My Name?).” Snoop wasn’t just rapping—he was redefining cool. His effortless flow, G-funk beats, and smooth delivery made him a global sensation. Doggystyle wasn’t just an album; it was a cultural movement. The Doggfather had officially arrived.



Snoop performing on stage.

Drama, Trials, and Tribulations

But fame has its price. In 1993, Snoop found himself in the middle of a murder case after his bodyguard was involved in a fatal shooting. The media went wild. Snoop’s

face was on every TV screen and headline, but through it all, he maintained his innocence. After a grueling three-year trial, Snoop was acquitted in 1996. The experience hardened him but also taught him a valuable lesson: to protect his throne, he'd need to evolve.

Reinvention and the Death Row Exit

By the late '90s, the house of Death Row was crumbling. Tupac was gone. Suge Knight was in jail. And Snoop was ready for the next chapter. In a bold move, he signed with Master P's No Limit Records and dropped albums like Da Game Is to Be Sold, Not to Be Told and No Limit Top Dogg. These albums proved Snoop's staying power, even as the hip-hop landscape changed. Snoop didn't just stick to music. He started flexing his Hollywood muscles, starring in movies like Training Day and Soul Plane, and even lending his unmistakable voice to cartoons and video games. By this time, Snoop wasn't just a rapper—he was an entertainer, a brand, a vibe.

Blazing Trails in Cannabis

Snoop Dogg is the undisputed king of cannabis culture. But he didn't stop at smoking it; he turned it into an empire.

In 2015, Snoop launched Leafs by Snoop, a premium cannabis brand offering everything from THC gummies to top-shelf flowers.

He co-founded Casa Verde Capital, a venture capital firm investing in the cannabis industry, proving that the green rush isn't just about smoking—it's about making money moves.

He also launched Merry Jane, a digital media platform that's part news hub, part cannabis lifestyle guide.

If there's a Mount Rushmore of weed, you better believe Snoop's face is front and center.

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50 Cent performing P.I.M.P. with Snoop Dogg.



Snoop Dogg and Dr.Dre perform a new song together.



Snoop Dogg and Dr Dre at the 1993 MTV Movie Awards.

The Missionary Era: Reunion with Dr. Dre

In 2024, Snoop and Dre came full circle with the release of Missionary, their first full-length collaboration since Doggystyle. Featuring heavyweights like Eminem, 50 Cent, and Jhené Aiko, the album wasn't just a project—it was a celebration of two icons who shaped the culture.

Family First: The Broadus Legacy

While the world knows Snoop as a legend, his family knows him as Papa Snoop. Married to his high school sweetheart, Shante Taylor, since 1997, Snoop is a dedicated husband, father, and grandfather. Snoop and Shante have three kids: Cordé Broadus, who's followed his dad's footsteps into the entertainment world. Cordell Broadus, a former football star turned filmmaker and model. Cori Broadus, a talented singer and mental health advocate. Snoop also has a son, Julian, from a previous relationship. As of 2025, Snoop is the proud grandpa of seven grandchildren. From his first grandchild, Zion, born in 2015, to his newest addition, Symphony Sol, born in 2023, Snoop loves being a family man. He's even been known to dress up as Baby Shark for birthday parties because, hey, it's all about the grandkids.

Snoop's USD 160 Million Empire

From rapping to running businesses, Snoop's hustle knows no bounds.

His empire includes:

Death Row Records, which he bought in 2022, bringing his career full circle.

Broadus Foods, where he's serving breakfast and giving back to charities.

Indoggo Gin, a strawberry-infused spirit that's as smooth as Snoop himself.

With a net worth of USD 160 million, Snoop has proved that the sky's the limit when you mix talent, hustle, and a whole lot of swagger.

The Doggfather's Legacy

Snoop Dogg isn’t just a rapper. He’s a living legend, a business mogul, and a cultural icon who continues to inspire generations. Whether he’s dropping bars, closing deals, or spending time with his family, Snoop does it all with style, grace, and that signature West Coast cool. As Snoop said, “If the ride is more fly, then you must buy.” And with a life like his, the ride just keeps getting better. Bow wow wow, yippie yo, yippie yay—the Doggfather reigns supreme.



Leafs by Snoop, featuring sleek packaging and branding.



Snoop with his brand Leafs by Snoop.



Corde Broadus, Snoop Dogg, Shante Broadus and Cordell Broadus attend the premiere of FX’s “Dear Mama” at Academy Museum of Motion Pictures in Los Angeles, California.



Snoop Dogg with wife Shante Broadus and his daughter Corrie Broadus, sons Cordell Broadus and Corde Broadus.



Snoop Dogg and two of his grandkids.