

Sweetwater | Gear Exchange | Integration | Studios | Content Creators | Home Audio | House of Worship | Immersive

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About Us →

Our Story

Our Team

Why Choose Sweetwater?

Personalized Gear Advice

Inspected, Tested, Ready to Play

55-Point Guitar Inspection

40-Point Band & Orchestra Inspection

Fast, Free Shipping

Price Protection

Español

Live Support

Free 2-Year Warranty

Payment Options for Every Budget

Wealth of Resources at Your Fingertips

Massive Selection from Boutiques to Best Sellers

Award-Winning Customer Service

About Sweetwater

Since 1979, we've turned millions of music makers like you into friends by delivering uncommon service and unparalleled expertise. Our dedication has helped Sweetwater become the #1 online retailer of pro audio and music instruments in the United States.

Watch Video

Our Mission

Do the Right Thing

We go above and beyond expectations to deliver amazing service – that's what doing the right thing means to us. Sweetwater is committed to always giving more to our customers, our employees, and our community.

 Virtual Tour

Our History

Doing the Right Thing Since 1979

When Chuck Surack first started his mobile recording studio out of the back of a Volkswagen bus, he quickly realized his customers needed access to a wider selection of quality instruments, expert service, and amazing support – all notably missing from music stores in their hometowns. To better serve them, Chuck started Sweetwater Sound with a focus on providing everything music makers need – and more. From these humble beginnings, Sweetwater has grown into an industry leader serving millions of customers and employing a team of thousands.

Our People

Dedicated to Helping Musicians

Our team has grown significantly over the years, and our mission to do the right thing remains the same. We come to work every day with a common vision of delivering music makers the best selection, service, and support in the world. Together, we make music dreams come true.



Fairness and Respect

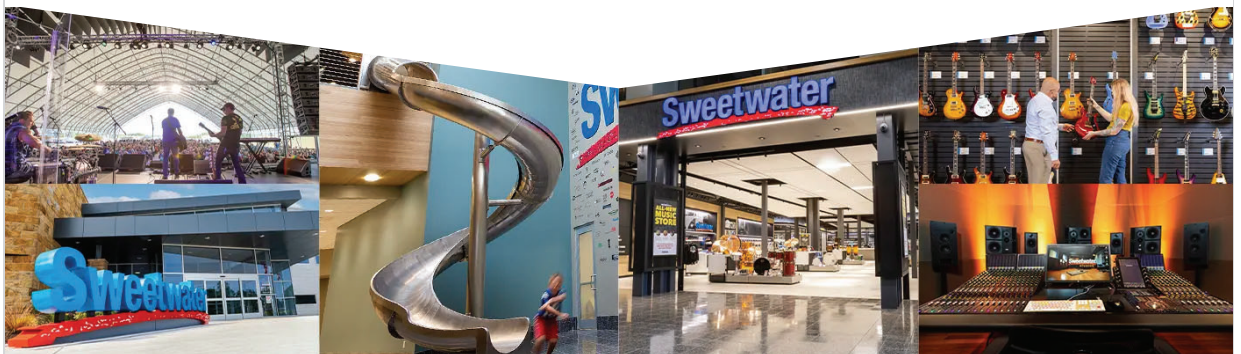
After more than 40 years in business, we have seen the political and social landscape shift time and again. Sweetwater has been and will continue to be a company committed to one very simple principle: Always Do The Right Thing. We've committed this belief to the fabric of how we choose to do business.

We absolutely, unequivocally believe in treating every person fairly and with respect — regardless of race, color, religion, sex (including pregnancy, sexual orientation or gender identity), national origin, age, disability or political preferences. This begins with our employees and extends to our valued customers. We do not condone or accept discrimination in any form. No matter the issues, we will stay the course and continue to simply do the right thing — with compassion, with integrity, and most certainly, without bias.

Take a Virtual Tour

See why we call Sweetwater a musician's paradise! Take a tour of our campus in Fort Wayne, Indiana, and get a sense of the energy, community, and passion of musicians helping musicians.

[Start Tour](#)



Get the Latest Sweetwater News

From our local and on-campus events to staff promotions and company updates, you'll find it all here!

- ▶ Sweetwater Helps Students Start the School Year on the Right Note with Free Instrument Fitting Sessions
- ▶ Sweetwater Partners with We Make Noise for Songwriting and Production Camp
- ▶ Sweetwater Earns Top 10 Ranking among North America's Top 100 Most Inspiring Workplaces
- ▶ Sweetwater Announces Return of GuitarFest on September 27
- ▶ Sweetwater Earns Four Comparably Awards for Q2 2025
- ▶ Sweetwater Hosts Grammy-nominated Drummer Matt Halpern for Exclusive Drum Masterclass
- ▶ Sweetwater Publishes 2024 Impact Report
- ▶ Sweetwater DrumFest Returns to Fort Wayne June 6–7

[More News](#)

For press inquiries, please contact media@sweetwater.com.

Sweetwater Gives Back

Learn about Sweetwater's long-standing partnership with the nonprofit organization Music Will, dedicated to transforming lives by restoring, expanding, and innovating music education in our schools.

[Learn More](#)

Next Steps

Now that you know a little more about Sweetwater, be sure to check out these great resources to help you take the next step on your musical journey.

Explore the Gear Shop hundreds of top music instrument and pro audio brands at Sweetwater.com	Solve a Problem Get help with your gear from our award-winning Service team and 24/7 access to SweetCare Online	Learn Something New Find thousands of original articles, videos, and reviews at our inSync blog	Join the Team Ready to live your full-time dream? Explore career opportunities with Sweetwater
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Why Choose Sweetwater?

At Sweetwater, we have one single goal in mind – to make you a satisfied customer. That single focus is our shared commitment and promise to you, and it drives everything we do at Sweetwater. We’re here to help you live your music dream by giving you more than any other retailer.

[Learn More](#)



HAPPY

Happy customers, one piece of gear at a time!

[Learn More about New Gear Day](#)



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Cart ID:
zz5ra



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- Philanthropy
- Our Sales Engineers
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- Why Choose Sweetwater?
- Tour Our Campus
- Press Releases

CUSTOMER SERVICE

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- Order Status
- Return Policy
- Sales and Use Tax Policy
- SweetCare Remote
- Product Support Articles

FAQ

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Gear Exchange

SERVICES

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Music Lessons

Recording Studio

Sweetwater Sound, 5501 U.S. Hwy 30 W, Fort Wayne, IN 46818 [Get Directions](#) | [Phone Hours](#) | [Store Hours](#)

Explore our commitments to you

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If you have any questions, please call us at (800) 222-4700

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