

RUBEN HOEKE BAND 2026

'A great mix of heavy Rock, Soul, Pop, stompin' Boogie and dirty Rhythm & Blues!'



Ruben Hoeke ranks among the musicians who have taken Dutch blues and rock to new heights. Since his first performance in 1992, he has toured continuously throughout the Netherlands, performed at festivals in Denmark, Germany, Belgium, Estonia, Bonaire, USA, Ireland, Luxembourg, and Curaçao, released thirteen albums across various musical styles, and shared the stage with numerous top national and international artists. Media outlets have described him as a “world-class guitar virtuoso” and “one of the greatest contemporary Dutch guitarists.”

1990-1996: Ruben began playing guitar at the age of fourteen. His childhood dream of playing for the Dutch national football team vanished when he discovered Guns N’ Roses’ classic “Sweet Child O’ Mine”. Captivated by the melody, he swapped football for guitar. Inspired by Cricklewood Green by Ten Years After and A Hard Road by John Mayall, he formed his first band, Blues on the Road, in 1992. With an average age of fourteen, they became the youngest blues band in the Netherlands at the time. The band recorded one demo cassette and mainly performed in North Holland. At the end of 1994, Ruben joined pianist and vocalist Henk Pepping’s rock & roll band, touring across the Netherlands. With Pilgrims singer Reniet Vrieze, he found a mentor in pop music and performed in the backing band for various pop choirs.

1996-2000: In late 1996, Ruben traveled to Chicago and the Deep South of the USA for six weeks to experience the roots of the blues. There, he performed with artists including Shirley King (Daughter of the Blues). Back in the Netherlands, he founded The Hurricane Bluesband and Stonefreak (a rock band), releasing several promo CDs with original material. He also occasionally performed with his father, pianist Rob Hoeke. From 1998 to 2002, Ruben co-hosted the radio program Live & Puur with pianist Gerbren Deves, interviewing legends such as B.B. King, Johnny Winter, Buddy Guy, Jools Holland, Randy Newman, Walter Trout, John Mayall, and Sam

Brown. He also recorded a boogie-woogie & blues CD with Henk Pepping.

2000-2003: Together with drummer Jeroen Booy (Roberto Jaccetti & The Scooters / The Scene), Ruben founded the band Skelter. He also performed with Roberto Jaccetti & The Scooters at numerous national and international venues, including three shows at AFAS Amsterdam and a week-long residency in Ahoy Rotterdam during De Vrienden van Amstel Live. Skelter opened for acts like De Dijk and Bløf and released the CD SKELTER, praised by both critics and audiences. Additionally, Ruben collaborated with singer Jan Blaauw as the duo JURA, working on an album Freedom Road rooted in Americana, blues, folk, rock, and ballads.

2003-2006: In 2003, Ruben joined the band of singer Thé Lau (The Scene), touring the Netherlands and Belgium extensively. In early 2004, he formed his own Ruben Hoeke Band as well as the pop-rock band Kenneth Harder. In 2005, Ruben toured with Thé Lau across festivals and theater venues and performed with Roberto Jaccetti in Curaçao. On May 5, 2005, Ruben and Thé Lau’s band traveled by helicopter to four Liberation Day festivals. That summer, Kenneth Harder released their debut album I. At the end of 2005, the Ruben Hoeke Band began recording for Munich Records.

2006-2008: The debut album of the Ruben Hoeke Band, SUGAR, was released on March 13 in the Netherlands, Belgium, and Germany. Contributors included Jan Akkerman, Kaz Lux, Tineke Schoemaker, Boris van der Lek, David Hollestelle, Wouter Planteijdt, and Thé Lau. SUGAR was named a Tour de France CD and received extensive airplay on Radio 1 and 2. The band also toured in Ireland, Denmark, Germany, and Belgium. SUGAR became the best-selling Dutch R&B CD of 2007.

2008-2012: Ruben was honored by Dutch musicians with a Duiveltje award as “Netherlands’ Best Guitarist” and received an official municipal certificate recognizing his outstanding guitar skills. In collaboration with Lowland

Guitars, he designed his first signature guitar. In August 2008, he performed alongside Jan Akkerman and Gary Moore at a sold-out AFAS Amsterdam. The second Ruben Hoeke Band album, COEXIST, was released in March 2010. Ruben was voted 2nd Best Bluesrock Guitarist in the Benelux in 2010. He wrote a monthly column for the magazine Gitaar Plus, launched his RH Guitar Workshops, and released his first signature pedal, the RH Boost-Drive. In summer 2011, a planned collaboration with guitarist Mick Taylor was canceled when Taylor rejoined The Rolling Stones.

2012-2015: In June 2012, Ruben met the guitarist who had inspired him: Slash of Guns N' Roses. The interview was featured in Music Maker. The Ruben Hoeke Band toured Estonia and the Netherlands, presenting their third album LOADED in a sold-out Paradiso in March 2013. In March 2014, readers of the leading magazine De Gitarist voted him Best Blues & Rock Guitarist Benelux, and he received a Dutch Blues Award in April. The second JURA album, River Songs, was released. In November, Ruben received prototype #1 of his new RH Model signature guitar, built in Jakarta, Indonesia.

2016-2018: In summer 2016, Ruben was invited to tour with American singer Beth Hart. After careful consideration, he chose to focus on his own music and projects. The fourth RHB album, Sonic Revolver, was released across Europe and regarded as one of the best albums of 2016. From late 2016 to January 2017, he toured with guitarist Jan Akkerman. In 2017, Ruben and his brother Eric recorded previously unreleased material from their father Rob Hoeke, resulting in the unique Hoeke-Legacy album. That year, he celebrated 25 years on stage with a tour with the RHB, performing alongside Jan Akkerman's Knights of the Guitar throughout the Netherlands.

2018-2020: During the RH 25 Tour, the RHB recorded a double live CD, 25 LIVE. From late 2018 to spring 2019, Ruben toured again with Jan Akkerman's Knights of the Guitar, worked on a new RHB album, and launched the Red House project—a large-scale initiative supported by numerous Dutch artists for the Santa Maria de la Esperanza orphanage in Ecuador, where Ruben's friend Erwin Musper works. On November 1, 2019, the fifth RHB album All Saints was released, widely regarded by domestic and international media as the band's best work to date.


2020-2023: Due to the COVID-19 pandemic, Ruben moved his RH Guitar Workshops online in March 2020 and limited face-to-face lessons, while continuing to perform in various duo configurations. At the end of 2020, he launched the 'Give a Guitar to a Child' initiative, collecting hundreds of guitar sets for children in need. Throughout 2021, he conducted online and in-person RH Guitar Workshops, provided free online guitar lessons for children, organized band coaching programs, produced CDs, and founded the Music for Kids Foundation. In 2022, the RHB worked on the sixth album, Reloaded, released on November 25, which received critical acclaim. Ruben also performed at Amsterdam's Ziggo Dome with Roberto Jaccetti & The Scooters and the Dolly Dots. On December 17, he celebrated his 30-year stage anniversary with a live performance recorded for a new double live CD.

2023-2026: In 2023, Ruben's Music for Kids Foundation gained momentum when British band Coldplay donated a keyboard. That year, he received his second Dutch Blues Award, and the Ruben Hoeke Band released the seventh (double live) album, 30 Years Live. In 2024, Ruben began a theater tour with Roberto Jaccetti across the Netherlands and was honored with a tile on the Zaan Walk of Fame. In 2025, the Ruben Hoeke Band performed in the Netherlands, Bonaire, and Ireland, while the 900th guitar for children living in poverty or fleeing war was donated through the Music for Kids Foundation. That same year, Ruben performed with Dutch rock band The Scene on radio and television, continuing into 2026 with a full tour in the Netherlands and Belgium.

With dozens of great reviews the Ruben Hoeke Band will continue delivering their cooking meltingpot of Soul, heavy Rock, Pop, stompin' Boogie and dirty Rhythm & blues! With dozens of great reviews the Ruben Hoeke Band will continue delivering their cooking meltingpot of Soul, heavy Rock, Pop, stompin' Boogie and dirty Rhythm & blues!

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Although Ruben is a guitarist who can relate to several music styles, the Rhythm & Blues and Rock & Roll is something that comes to him naturally and straight from the heart. A journalist once defined the band as 'a mighty blues-formation with an unique sound' and their performance 'sparkling as hell, like a F16 with its afterburners tuned up to the max'. With dozens of great reviews the Ruben Hoeke Band will continue delivering their cooking meltingpot of Soul, heavy Rock, Pop, stompin' Boogie and dirty Rhythm & blues!

RUBEN HOEKE BAND PRESS QUOTES

- 'Hoeke would kick ass among the best rockbands in the world. A worldclass guitar player.' (Lust for Life)
- 'You want the best, you got the best! The hottest rock in the world...! HOEKE!' (L.O.M)
- 'His guitar skill is of international stature. Time and time again he proofs to be the best bluesrock guitarist in the Benelux and perhaps even across the border.' (Bluesmagazine)
- 'One of todays leading Dutch Guitarplayers.' (Platomania)
- 'Bang on target!' (Blues Matters UK)
- 'An instant high energy blues rock classic. A six string magnum opus!' (Neal Vaughan - Australia)
- 'Klasse! Diese Platte sorgt für mächtig gute Stimmung!' (Rocktimes.de)
- 'His guitar skill is of international astute. The best rock, boogie and rhythm & blues of this time. What a sound!' (Musicfrom)
- 'Blistering sound, awesome tracks' (Rootstime.be)
- 'Groovend ab wie eine Rakete...gigantisch...Großartig!...Perfekt!' (Rocktimes Germany)
- 'Beautiful songs about doubt, love, death, booze..... Sublime music, Amazing" (Blues uit de Polder)
- 'Hoeke and his band proof that they are still very much a part of the Dutch premier league of bluesrock.' (NHD)
- 'Lots of musical fireworks... A remarkably high performance' (Krenten uit de Pop)
- 'Beautiful compositions...A true work of art.' (Platomania)
- 'Bluesy, exciting, raw but melodic and highly energetic.' (Welkomlife.nl)
- 'Hard rocking tracks.... Dutch festival organizers know what they have to do!' (Heaven)
- Rips, screams and roars... After Adje van den Berg I don't believe to have ever heard a rockguitarist with such dare and brilliance...' (File Under)
- 'The very best there is to get in this genre, within the Netherlands.' (Zondagochtendblad)
- 'There is no escaping goosebumps' (Maxazine)
- 'Lonely at the top, within the Dutch Blues and Rockscene' (Rockportaal)
- 'Premier league of the Netherblues' (Arrow Classic Rock)
- 'With Ruben Hoeke the Netherlands have a rhythm and blues performer of the highest level' (Gitaarnet)
- 'A load of greasy hardrock, a pinch of boogie, a touch of gypsy, and a big bone of spicy blues'(Back to the Roots)
- 'True pearls' (Fret)
- 'A musical rain of fire that literally burst out of your speakers' (Rootsville.be)
- 'Truly sublime' (Bluesrockpagina)
- 'Heaven came down to earth' (Johannes de Boom)
- 'Powerful and inspired. The audience is amazed and in awe.' (Live XS)
- 'Ruben Hoeke Band. A true phenomenon!!! The talent of this formation needs to be seen, tasted and felt!' (Aktief)
- 'Steam, roar, sweat, stamp Dutch stompin' blues in the highest gear' (Lords of Metal)
- 'Ruben Hoeke and his band are without a doubt a huge gain for the blues scene within the Benelux' (mazzmusikas)
- 'The Ruben Hoeke Band is the sensation of the blues scene in the Netherlands" (Willem Croese)