

M A R G A R I T A V I L L E[®]
COCONUTTELEGRAPH[®]

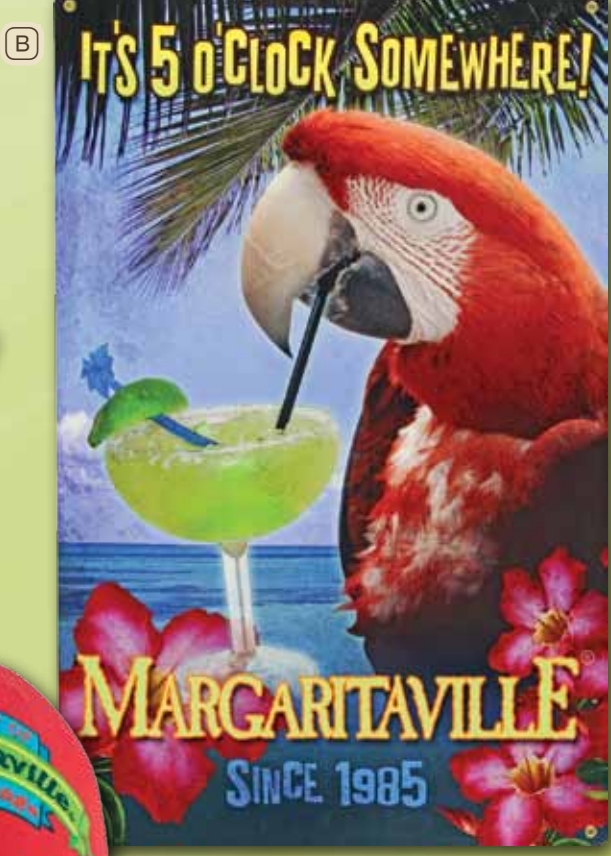
WWW.MARGARTAVILLEKEYWEST.COM

VOLUME 29 No.2 SPRING 2013





(A)



(B)



(C)



(D)

(E)

(A) Ladies Tie-dye Tank Top
 Rib knit ladies tank top, 100% cotton. Colors may vary on this allover print.
 S #22910, M #22911, L #22912, XL #22913 \$25.95

(B) It's 5:00 Somewhere Tin Sign
 Colorful realistic Parrot with tropical background, measures approx. 17.5" x 11.5"
 #10438 \$24.95

(C) University of Margaritaville Bar & Lounge Cap
 Colorful detailed design embroidered on front with Parrot overlapping on the brim. Key West embroidered on back over closure. Red
 #10305 \$18.00

(D) Margaritaville Ladies Tank
 Iconic Parrot & Sunset logo on 100% smooth ring spun cotton tank top. Double stitched neck, sleeves and waist. Turquoise Blue
 S #22591, M #22592, L #22593, XL #22594 \$21.95
 XXL #22595 \$22.95

(E) Tie-dye bottle skin with a twist
 It is the PARTY POPPER, the all-in-one Neoprene Koozie Bottle Insulator & opener. Featuring a built-in bottle opener and heavy-duty Neoprene Koozie, this great new item pops your top and keeps your beverage cold. It's sure to keep your drink cool and make you the life of the party. Peace, Love Margaritaville Key West screened on one side.
 #1227 \$8.95

But there's this one particular harbour



(A)



FRONT LEFT POCKET



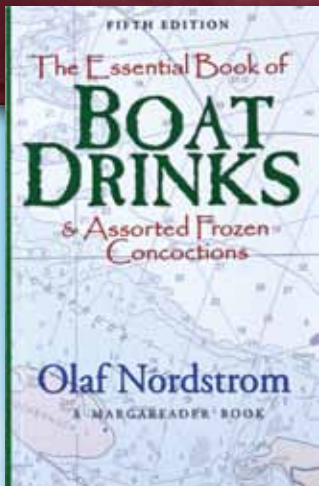
(B)



(C)



FRONT LEFT CHEST



(D)

(A) Just a Son of a Sailor Pocket T'
Pocket tee with sailing design. Garment dyed. Blue
M #22667, L #22668, XL #22669 \$25.95 XXL #22670
\$26.95 3XL #22671 \$27.95

(B) Boat Drinks Camp Shirt
Margaritaville Lifestyle Brand - Washed in the ocean,
Dried in the Sun.
Soft and light weight for comfort, this 100% silk twill
button down shirt features Boat Drinks lyrics on a
Midnight Blue background. Natural coconut husk
buttons, a chest pocket, and fun all over print just add to
the lifestyle. Machine washable, tumble dry low.
M #21299, L #21300, XL #21301, XXL #21302 \$68.00

(C) Gotta Go Fishing T'
Distressed print on 50/50 tee. Heather Cardinal Red
S #22682, M #22683, L #22684, XL #22685 \$22.95
XXL #22686 \$23.95

(D) Boat Drinks Book
Paperback edition of the Essential Boat Drinks A to Z.
"You don't need a boat to enjoy a boat drink. All you
need is a song or two you know by heart" 196 pages
#10164 \$16.00

WWW.MARGARITAVILLESTORE.COM



FRONT LEFT CHEST



**More
Color
Options
Online**

(A) Vintage Guitar Surf Scene T'
"Wish You Were Beautiful" Distressed print, garment dyed, unisex tee. Melon
S #22697, M #22698, L #22699,
XL #22700 \$24.95 XXL #22701 \$25.95

(B) Thirst & Rescue T'
Distressed print on soft tri-blend straight cut tee. 50% poly/ 37% cotton/ 13% rayon. Heather Grey
S #21821, M #21822, L #21823,
XL #21824 \$24.95 XXL #21825 \$25.95

(C) Wastin' Away Again Ladies T'
Soft 4.5 oz. 100% combed ring spun cotton. Topstitch ribbed V-neck collar. Taped neck, double-needle hem sleeves and bottom. Longer length classic ladies cut. Green
S #22350, M #22351, L #22352,
XL #22353 \$24.95 XXL #22354 \$25.95

(D) Ladies V-neck Parrot T'
Ladies V-neck tee, relaxed fit with popular Parrot print. Pink
S #21453, M #21454, L #21455,
XL #21456 \$25.95

so far but yet so near

D



E



FRONT LEFT CHEST



F

G



Mother's Day
Sunday, May 12

E Have Found me a Home T'
Design modeled after classic cigar band art.
Black
M #22206, L #22207, XL #22208 \$22.95
XXL #22209 \$23.95 3XL #22210 \$24.95

F Sand and Sea Margaritaville Bracelet
Perfect for your Parrot head gal!
Genuine Swarovski crystals sparkle in the colors of the sand and sea, and are accented with Margaritaville themed charms. Strung on a clear elastic cord this will fit a wrist size between 6 1/2" -7 1/2".
#9675 \$38.95

G Sand and Sea Margarita Earrings
Beautiful lime green and white opal Swarovski crystals on these pretty margarita earrings. Dangles on a silver French hook, measures 1.5" long.
#9674 \$18.00

1-800-COCOTEL
1-800-262-6835

(A)



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(E)



FRONT LEFT CHEST



(A) Strollin' Down A1A T'

Neon Orange

M #22366, L #22367, XL #22368 \$22.95

XXL #22369 \$23.95

(B) Fin Shack T'

Just behind the reef are the big white teeth.

White

M #22650, L #22651, XL #22652 \$24.95

XXL #22653 \$25.95 3XL #22654 \$26.95

(C) Diving For Salt T'

Diving for my lost Shaker of Salt. Turquoise Blue

M #11949, L #11950, XL #11980 \$22.95

XXL #11981 \$23.95

(D) Key West Changes T'

Changes in Latitudes, Changes in Attitudes. Key West Storefront image blended into compass rose design. Natural

S #22732, M #22733, L #22734,

XL #22735 \$22.95 XXL #22736 \$23.95

Where I see the days as they fade away

(C)



(D)



(F)



FRONT LEFT CHEST



FRONT LEFT CHEST

(G)



(E)

We are the People T'
 "There is No Doubt". Distressed print. Black
 M #22702, L #22703, XL #22704 \$22.95 XXL
 #22705 \$23.95 3XL #22706 \$24.95

(F)

Key West Southernmost Point Tank
 Distressed print on garment dyed tank top.
 Seafoam Green
 M #22717, L #22718, XL #22719 \$22.95
 XXL #22720 \$23.95 3XL #22721 \$24.95

(G)

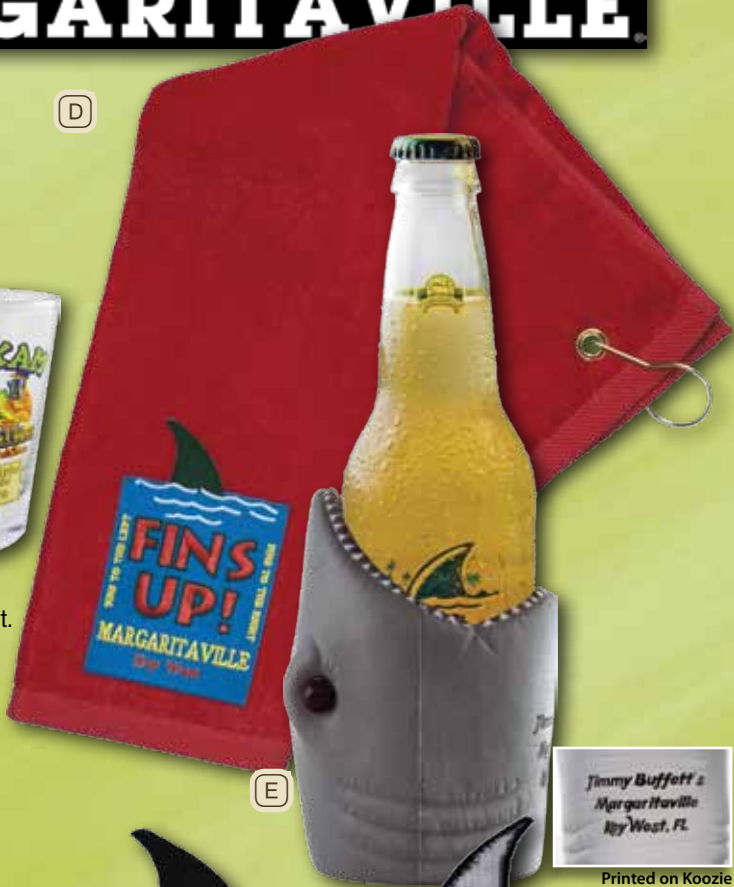
Compass Cap
 Pigment dyed with Velcro back closure. Dark
 Green
 #10049 \$18.00

And finally disappear

FIN S UP!



MARGARITAVILLE



*Jimmy Buffett's
Margaritaville
Key West, FL*

Printed on Koozie

(A)

(B)

(C)

(D)

(E)

(F)

Fins Up Boat Flag
Measures 18" x 12". Two sided print.
Black
#10417 \$15.95

Bar Exam Pint Glass
Heavy duty 16 oz. pint glass with
colorful "Bar Exam" design.
#10303 \$9.95 each

Bar Exam Shot Glass.
2 oz. shot glass.
#10304 \$6.00

Fins Up Golf Towel
Plush towel with Fins Up embroidered
patch. Measures 24"L x 15"W, sewn in
grommet with eyehook. Red
#12223 \$18.95

Shark Koozie
Rubber Shark shaped koozie for your
beverage!
#10037 \$6.95

Fins Up Can Holder
Neoprene can skin with embroidered
front patch and Velcro closure.
#10007 \$6.00

7

Robert Greenidge - *A Lovely Cruise* The Steel Drum Music of Jimmy Buffett

Born in Laventille, Trinidad, West Indies on 28 April 1950. Robert's first playing experience came under the direction of his uncle, Carl Greenidge, a renowned arranger and tuner. Possessing an artistic ear for playing various types of compositions, Robert was recruited at the age of 15 by Trinidad's leading steel orchestra "Desperadoes", winners of several prestigious awards including: the Prime Minister Trophy, The Triple Crown, The Governors General Cup, and the Music Festival Trophy.

At sixteen Robert performed at the First Negro Arts Festival in Africa, quite an experience for such a young man. In 1967 he performed at the Montreal Exposition in Canada, followed by an extensive tour to London, Zambia and New York, and in 1970 was chosen to represent Trinidad and Tobago, both as a soloist and a member of Trinidad National Steel Orchestra.

Robert moved to New York City, and mastered the art of composing and arranging at the Third Street Musical Conservatory. A proposal was set in that December to arrange and play with the Music Makers Steel Orchestra in Los Angeles, California.

He returned to Trinidad to work with Rudolph Charles (Desperadoes), one of the innovators of a newly designed steel drum which required hand & foot coordination, dexterity, and speed. His expertise bought the Desperadoes Steel Orchestra to a new height in music. Robert first played the Trinidad Carnival in 1979, and has returned every year since.

Robert has chosen his favorite JB songs, and with the help of fellow Coral Reefers, has recorded this fantastic CD for all fans.

A Lovely Cruise #10536 \$9.98

A Lovely Cruise includes:

- One Particular Harbour**
- Boat Drinks**
- Grapefruit Juicy Fruit**
- Brown Eyed Girl**
- Coast Of Marseilles**
- Cultural Infidel**
- Come Monday**
- King Of Somewhere Hot**
- Banana Republic**
- Lage Nom Ai**
- Margaritaville**
- Volcano**
- Lovely Cruise**



Song For The Children



Celebrated recording artist Mishka's new release, the **Ocean Is My Potion**, is a journey back to his musical roots. Like Mishka himself, the album is imprinted with the sounds and emotions of the islands, with influences that range from the heavy bass of Reggae to the Gulf and Western stylings of Jimmy Buffett.

Mishka first met Jimmy Buffett when he was an entrepreneurial five year-old delivering fresh croissants to his sailboat in the French West Indies. The musician and young

Mishka formed a fast bond, and Jimmy wrote and recorded a song about him called, "Chanson Pour Les Petis Enfants" which translates to, "Song For Little Children."

When preparing to record his latest album, Mishka handpicked his support team, which led him back to his old friend from the islands. This album will be his first release on Mailboat Records.

Recorded at the famed Shrimiboat Sound Studio in Key West, the album features Mishka's take on the Buffett classic, "Trying to Reason with Hurricane Season." The track features both Mac McAnally and Jimmy Buffett.

Born in Bermuda and raised in the Caribbean, Mishka's music is a natural fit for Mailboat Records. Caribbean at its core, with an eclectic sound that blends island beats with mellow acoustic ballads, the music is amplified by the messages of love and social justice that are delivered straight from the heart.

Ocean Is My Potion #10999 \$7.98

Song List:

Ocean Is My Potion

Love You (When I'm Close To You)

Rebel Soul

Love and Roots

When The Rain Comes Down

Constant Revolution

Trying To Reason With Hurricane Season

But now I think

Staff From St. Somewhere

Jimmy Buffett's Margaritaville, from tropical latitudes to high stake attitudes, from the Caribbean to the Carolinas, Margaritaville has embraced the mythical world defined by the insightful lyrics of singer/songwriter Jimmy Buffett for well over two decades. Climates and characters from prose and poem create an entertaining atmosphere in a variety of exciting locations, all designed to illustrate and illuminate the search for the legendary lost shaker of salt. And while we've captured the substance in our physical locations, the Margaritaville style remains, "anywhere you want it to be."



And anywhere I want it to be is right here in Key West, and it's been here for over a quarter century. In that time a tiny T-shirt shop on the Gulf side of an island famous for sunsets has grown across the country, throughout the western hemisphere, and most recently on the west side of Darling Harbour, New South Wales in the Land of Oz, we're not in Kansas anymore Toto. With locations on the Atlantic and Pacific coasts and across the International dateline, it can be safely said that the sun never sets on Margaritaville.

In that time millions of burgers, tons of suds and mucho margaritas are consumed. A clothing line incorporating the Margaritaville lyrical lifestyle has been created along with many of the necessary accoutrements. Menu selections are going local while hotels are going national and vacation clubs will criss-cross the Caribbean.

[Continued]

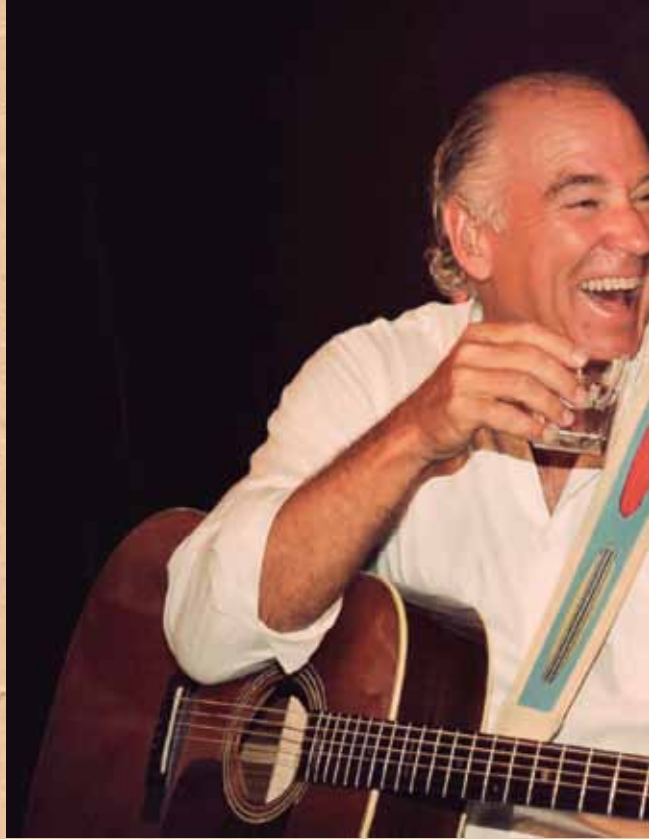


I learn all of these things while attending a staff meeting one mandatory Monday morning. I was enjoying breakfast at the bar reminiscing with other veteran Margaritians on the phenomenal success of our little Mom & Pop store. So imagine our surprise when the Pop of Mom & Pop saunters out of the kitchen into the café and up on his stage.

In the real world having Jimmy Buffett at an employee staff meeting is like having Bill Gates reboot your PC, LeBron James playing h-o-r-s-e in your driveway or James Earl Jones on your answering machine; very cool but way overkill. He appeared so quickly and quietly that we were all caught off guard. It wasn't long before cell phone cameras were drawn and familiar shouts of "Jimmy!" echoed through the café. Margaritaville meetings typically include the simplest form of group participation – a raffle. Jimmy immediately took over the number calling portion of the presentation, drawing no doubt on early career carny experience to entertain the crowd. We usually have nice prizes donated or bartered with local businesses but Jimmy had to kick it up a notch, donating floor seats to the Miami Heat NBA team.

"This is the first time that I've seen you all in place, it's kind of scary...but seriously this is the first Margaritaville and it's always been a special place for me. We've been here 27 years and I just want to thank you from the bottom of my heart. We're here making an album so we'll see you around, hopefully it'll be good and we can pay the rent and keep on going."

[There will be more on the new "album," Songs From St Somewhere in future issues of the Coconut Telegraph.]



The Margaritaville Café opened on Duval Street late in November 1987 with the stage christened by Florida's famed troubadour, Gamble Rogers. Jimmy said, "Gamble Rogers taught me how to move an audience with dialogue and delivery as much as with music. When the Margaritaville Cafe opened its doors in Key West, it was Gamble whom I asked to initiate the stage and hopefully leave his mark there for others to follow."



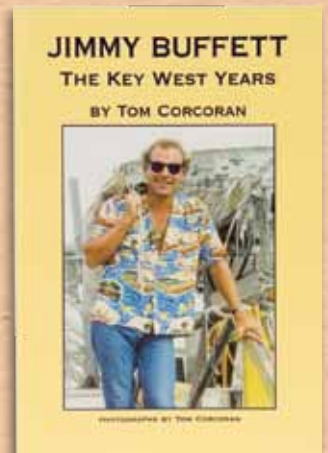
Photo: Rob O'Neal

have a bit of imagination, you can create. I listen to everything. But don't go to a particular place and listen to the bellman at the hotel that caters to the tourists. Go down to the local bar, to the waterfront, where the fish are cleaned, and listen to the local people. That's where you get your information. If you go back over my music in sequence over the past 20 years, you'll find it's pretty much autobiographical. You can figure out a lot of the things that have happened in my life."

Oh the stories he could tell.

Indeed they did Jimmy. Steve Winwood, the Neville Brothers, Robert Cray, Steve Cropper, Donald Duck Dunn, Kenney Chesney, Coral Reefers past and present and many others too numerous to mention. Throughout it all there remains one constant – a self-deprecating singer/songwriter schooled on his grandfather's travel tales and fueled by an appreciation for southern writing style.

"The basic way to be a good writer is to keep your eyes and ears open and keep an open mind. If you can listen and you



Jimmy Buffett – The Key West Years Book #19600 \$9.95

In my younger days I was so bad

(A)



(B)



(A) Key West Wedding Print
Join us on the beach for a sunset wedding in Key West! Based on an original painting by Key West artist Fran Decker. Total size measures 8"x10" with white matt. Print itself measures 4.75"x5.75".
#10440 \$25.00

(C)



(D)



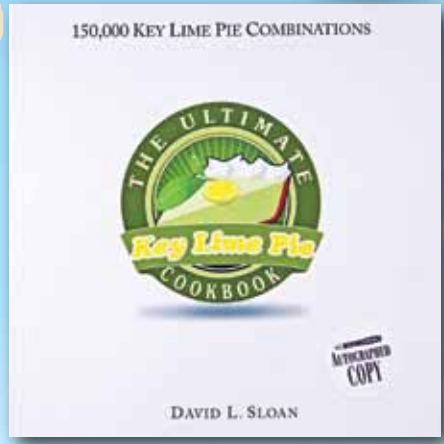
(B) Tie Dye Tote
Fun new Tie Dye canvas tote has a great retro look with a fantastic swirl design. Peace Love Margaritaville Key West screen print on one side. Padded shoulder straps for extra comfort. Full zipper closure with interior small zipper compartment. Dimensions: 14"H x 19"W x 6"D.
#1226 \$18.95

(C) Flip Flop Night Light
Tropical and colorful sculpted and painted resin night light. Illuminates beautifully when light is on. Measures 3.5"x3.5". Individually boxed. Perfect for any room in the house.
#12249 \$16.95

(D) Palm Tree Glass
Diamond wheel engraved Palm Tree design on a 15oz. glass. Overall dimensions: 6.25"H x 3"W x 3"D. Lead-free Crystal. Made in the USA.
#10459 \$8.95 each

(E)

(E) Key Lime Pie Cookbook
Easy to follow recipes with step-by-step instructions that make you the expert. Mix and match 20 crusts, 20 fillings, 20 toppings and 20 sauces to create more than 150,000 varieties of Key West's signature dessert. Tips, tricks and trades from island locals that accompany a fascinating history of the dessert. Includes low fat, gluten free and vegan recipes. Amusing facts you would never imagine and 45 secret ingredients revealed! Author: Local Key Wester, David Sloan. Paperback, 184 pages.
#10499 \$19.95



(B)

WWW.MARGARITAVILLESTORE.COM

MARGARITAVILLE GIVES BACK



Key West Margaritaville has long supported individuals and organizations throughout the Florida Keys and Key West. Each month 5% of our net income is donated to their worthwhile endeavors.

Key West Margaritaville's Community Committee decided to contribute \$500.00 to Key West High School's art class to help finance this year's humanitarian trip to Haiti. For more details see OneWorldOneCanvas.com. We applaud the effort of these children and their dedicated teachers. Thanks to our customers we will continue to support great programs like these.

Photo: Key West High School students accept check from Margaritaville Community Committee members Veronica and Tia.



(A)



SALE

(B)



(C)



(A) Margaritaville Patio String Lights
Round lights with printed icons. 10 foot strand with 10 lights per strand. Each light cover measures 3" diameter. Do not connect more than 3 strands together. UL approved.
#615 **WAS \$22.95 NOW \$14.99**

(B) Red Bike Trivet
Colorful "Red Bike" art on a 6" x 6" ceramic trivet with corkboard backing.
#8943 **WAS \$12.95 NOW \$9.99**

(C) Red Bike Coffee Mug
Beautiful "Red Bike" art on a white ceramic 10oz. mug.
#8942 **WAS \$10.00 NOW \$6.99**

Laughin' about all the fun we had

MARGARITAVILLE
THE COCONUT TELEGRAPH
424A FLEMING ST
KEY WEST, FL 33040

ORDER ONLINE AT
MARGARITAVILLESTORE.COM
OR CALL 1.800.COCOTEL
1.800.262.6835

RETURNS & EXCHANGES
ACCEPTED AT ANY TIME
FULL DETAILS ONLINE AT
MARGARITAVILLESTORE.COM/RETURNS

WHEN IN KEY WEST
VISIT OUR RETAIL STORE
AT 500 DUVAL STREET
OLD TOWNE KEY WEST

PRSR STD
U.S. Postage
PAID
Margaritaville

2013 Songs From St. Somewhere Tour

April 27	Bridgestone Arena	Nashville, TN
April 30	Aaron's Amphitheatre at Lakewood	Atlanta, GA
May 2	Tower Amphitheatre	Austin, TX
May 4	FC Stadium	Dallas, TX (Frisco)
June 22	Comcast Center	Boston, MA
June 25	Susquehanna Bank Center	Philadelphia, PA (Camden)
June 27	Klipsch Music Center	Indianapolis, IN
July 13	Farm Bureau Live	Virginia Beach, VA
July 16	Riverbend Music Center	Cincinnati, OH
July 18	First Niagara Pavilion	Pittsburgh, PA
August 17	Jiffy Lube Live	Washington, DC
August 20	Nikon at Jones Beach	Wantagh, NY
August 22	Nikon at Jones Beach	Wantagh, NY



Fins Up Boat Flag
Measures 18" x 12". Two sided
print. Black
#10417 \$15.95



Printed on chlorine-free paper made from 30% post consumer waste.