



VOLUME 19 NO.3 SUMMER 2003

COCONUT TELEGRAPH

www.margaritaville.com

SOONER or Later

THE MARGARITAVILLE STORE TOUR

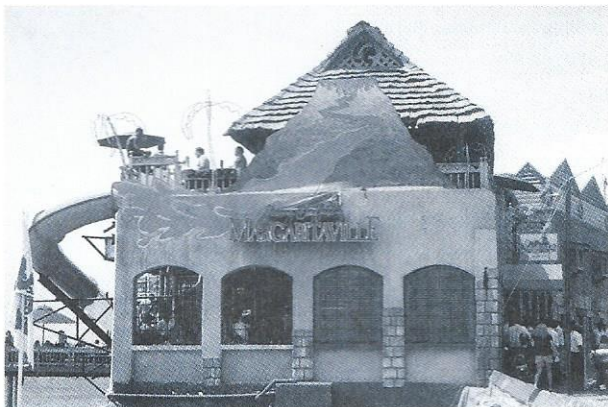


The 2003 Tiki Tour is in full swing, and while Jimmy criss-crosses the U.S. we skirt the northern coast of Jamaica searching for the international lost shaker of salt. Margaritians from Key West, New Orleans and Orlando bound together by presence and purpose, are here to visit the island locations on a Margaritaville Store Tour.

We arrive in Montego Bay, the capital of the Parish of St. James and 2nd largest city in Jamaica. Columbus explored this area over 500 years ago, and referred to it as "el golfo de buen tiempo" (the gulf of good weather). The tiempo is good today too as we head from Sangster International Airport to our hotel in Rose Hall. The steering wheel is on the wrong side of the car, and the car is on the wrong side of the road, and the road is...well let's just say it's not I-95. The plan is to meet with the Jamaican team, check out the stores and maybe get in a game of tennis or some snorkeling.

We hit Gloucester Avenue, Mo Bay's legendary Hip Strip; the city's center of action lined with shops and places of entertainment. A cruise ship was in and it seemed as if every passenger had taxied to Margaritaville. Stateside Parrot Heads party to a Reggae band on the first level, relax at patio tables on the second-level sundeck or absorb the rays and the panoramic view from the top. Local vendors ply their wares under an expansive thatch roof. And in the corner near the hot tub, the entrance to the legendary Mo Bay Monster, a 110 foot waterslide that will stop your heart, catch your breath and, if you're not careful, snatch your shorts as it unceremoniously spews you into the Caribbean Sea. The animated DJ's keep the scene lively entertaining the customers, and the staff as well. We're offered food and drink, and we sample the menu like medieval kings. Calorically content, we make our way back to our rooms. Tomorrow we head east to the newest Margaritaville in Ocho Rios.

This leg of the tour takes us 100 Km (62 miles) away to the parish of St. Ann. We pile into the blue beast, one driver and five navigators. Hugging the left shoulder of the pock marked road we brazenly begin our journey on the winding 2-lane highway with no name. A banked curve and a rapidly approaching 18-wheeler force the rental too close to a 6"-high jagged, salt-worn concrete wall bordering the road.

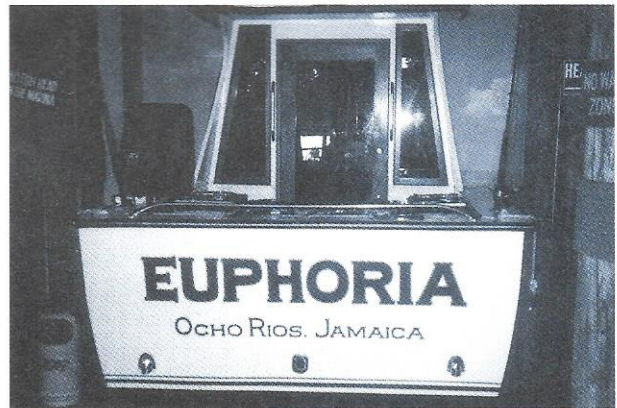
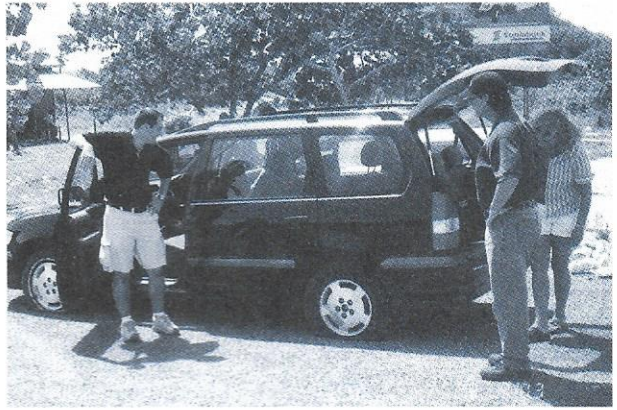


Steel belts notwithstanding, the rubber lost - twice. There certainly are worse places to be stranded; the turquoise blue water breaking offshore, uniformed school children parade past the lopsided van while barefooted locals offer assistance. Cell phones appear and as soon as we can say Red Stripe, Budget arrives to repair the tires and a local driver emerges to complete our trip to "Ochi."

Familiar not only with the road but with the driving habits of the chaotically controlled vehicles sharing it, our escort is a font of local information. Sugar cane plantations once dominated this area, Trelawny Parish, but all that remains are smokestacks, symbolic headstones to a distance past. Sugar exports have depleted like a 401(K) fund and the land now supports cattle. Through Falmouth, Runaway Bay, St Ann's Bay we witness a Jamaica few see outside of their beach side resorts. Columbus explored this area in search of fresh water over five centuries ago and discovered Rio Bueno. Today Jamaica still supplies cruise ships with fresh water.

The name Ocho Rios, literally translated from Spanish, means Eight Rivers, though others suggest it may derive from Las Chorreras-the waterfalls, because waterfalls are prevalent throughout the area. The most popular, Dunn's River Falls is right up the road from the most recent development in town; Island Village, an ocean front shopping, dining and entertainment complex. Margaritaville is the linchpin of Island Village. Set right on the beach and opened in January, '02 Margaritaville is a 12,000 square foot open air arena of fun; DJ, dance floor, waterslide, pool - all available for an afternoon of activity. The more subdued Havana Daydreaming Bar upstairs offers a rest for weary travelers and a view of Ocho Rios Bay and Reynolds Wharf. We arrive at an opportune time; the manager that opened the store is leaving, heading back to the states, and the entire center has turned out for her celebratory send off.

It was here that we recognized the true spirit of our Reggae relatives. In January, 2003, Margaritaville Ltd. received recognition from the **Private Sector Organization of Jamaica** for "significant investment which has led to the creation of sustainable employment opportunities." Our perception of Margaritaville has, up until this moment, been limited to stateside employment. But in this emotional setting hearing "Margaritaville never had such a good manager," or "everyone at Margaritaville is going to

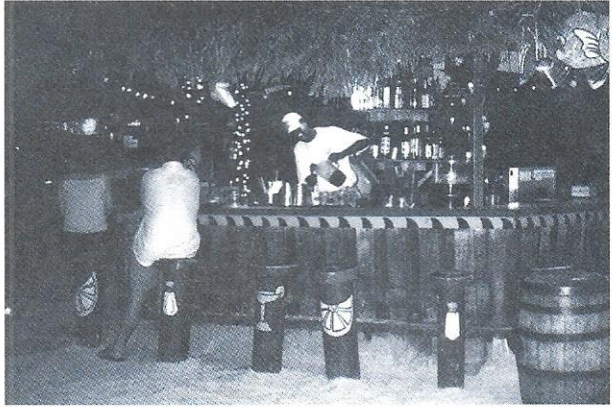


miss you," we suddenly realize that we truly are part of a phenomenon. Margaritaville is a state of mind...and that state has no boundaries. The drive back to Mo Bay was much less frightening - we couldn't see the road, only stars and the occasional flashing lights from courteous drivers alerting us to cows in the road.

Negril is the center of tourism in the Parish of Westmoreland, west of Montego Bay. A new highway with no name allows for a pleasant drive and a chance to admire the spectacular scenery along the way. The first to discover Negril's charms were hippies in the early seventies, attracted by the laid-back lifestyle here [one supposes]. They left their mark here, creating a friendly environment for locals and visitors alike, making Negril the ideal place to meet Jamaicans on their own turf. Just ask Orv, the guitar player at Margaritaville. Firmly planted at the water's edge along Negril's world famous 7 Mile Beach, Margaritaville Negril has a casual, bohemian vibe that matches the outlook of the tiny resort town itself. An open air restaurant that exits directly onto the beach surely matches any Margaritaville vision.

And that vision just may be a flashback. On May 18, 2001 the Margaritaville Cafe in Universal Studios CityWalk set the record for the worlds largest margarita. Big Rita, a 7500 gallon FDA approved polyethylene tank held over 7000 gallons of margaritas. Big Rita's 15 minutes were soon up her fate was undecided...until earlier this year. Hoisted on a truck, strapped to a barge and eventually rolled up the narrow Negril driveway, Big Rita is now a Rum Runner. When in Rome Big Rita...

Our trip to Jamaica is complete after a layover at Air Margaritaville in Sangster International Airport. The 200-seat restaurant is located opposite gates 1 through 4 on the departures concourse, smack in the middle of Air Jamaica's bustling hub. Surround sound, a state of the art audio-visual system with big screen TVs and a kids' play area complete the entertainment options. So after we clear customs, and visit the duty free liquor store, we head upstairs, make a left, and follow the crowd to the Treetop Flyer Bar. We're treated to Jamaican Jerk Chili and a cold Red Stripe. And all too soon we must leave.



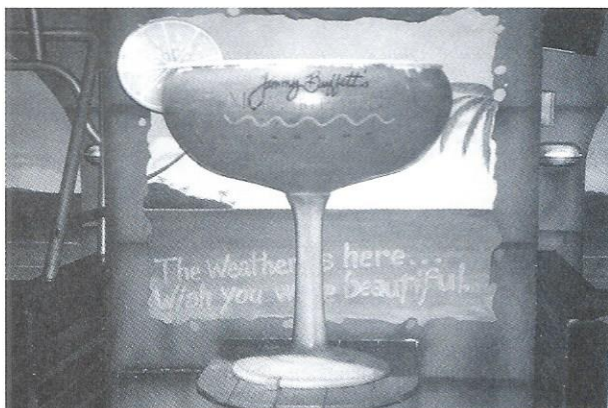
But wait there's more. The newest jewel in the Margaritaville crown in Cancun Mexico opened last August and it was high time we paid a visit. A tiny fishing village north of Cozumel, Cancun was home to less than 200 people up until 30 years ago. In 1971, the Mexican government singled out the northeastern coastal region of the Yucatan peninsula for development into a major resort destination. The residential section of Cancun is on the mainland, while the "zona hotelera" is on Cancun Island running parallel to the splendid Caribbean beaches. Margaritaville Cancun is located in Plaza Flamingo on Blvd Kukulcan.



We flew into Cancun on Cinco de Mayo (May 5) and found that the only ones celebrating were visitors from the U.S....and the customers at Margaritaville. On the first floor the big stage is alive with activity. Dancers cajoling all to join in the fun, the line dance begets the conga line begets the limbo contest - all before our appetizers arrive. Grass skirted dancers serve intoxicating shots in an intoxicating atmosphere. We escape upstairs to the Porch of Indecision to catch the excitement from a more relaxed area. The front of Margaritaville Cancun melds a lighthouse and sailboat into the building offering an inviting entrance, while adirondack chairs and surf board benches give visitors a chance to rest. And again all too soon, it's time to go.



“ Hey, just a short e-mail to let all of you know that the Cancun location was as billed, 'offers visitors a familiar stop in unfamiliar territory.' The food, service and drinks were all excellent. That Parrot Head Vision was neat. We had a front row seat. We were amazed that videos existed from the various concerts that Mr. Buffett has played. Man you should have seen it when the Volcano erupted, great stuff. Would we go back, HELL YES. My advise to both Parrot Heads and non-Parrot Heads, seek out the various Margaritaville's as you travel. ”
- Steve Seile



More ONLINE at
www.Margaritaville.com/storetour

Jimmy Buffett's
MARGARITAVILLE

S · T · O · R · E

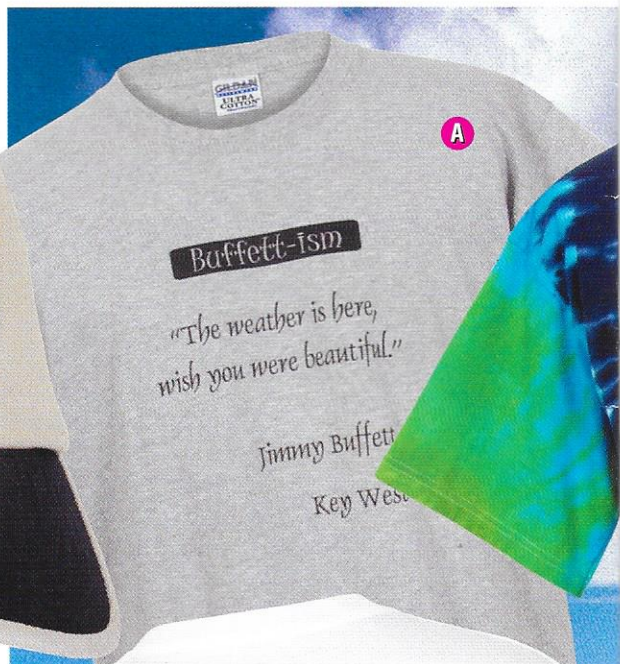
Margaritaville Yacht Club T'
M #10115, L #10116, XL #10117 \$16.95
XXL #10118 \$17.95



BREAST

Yacht Club Boat Flag
Canvas, measures 14"x11". Distressed screenprint on one side. #10030 \$19.95

Yacht Club Cap
Embroidered logo on front, velcro closure. #10724 \$17.00



All 100% cotton crew neck T-shirts.
Available only in colors shown.

A Buffettism

M #10882, L #10883,
XL #10884 \$16.95 XXL #10885 \$17.95

B Tye-Dye Margaritaville

M #10692, L #10693, XL #10694 \$19.95
XXL #10695 \$20.95

C Margaritaville Imported Pocket T'

Garment dyed.
M #10269, L #10270, XL #10271 \$17.95
XXL #10272 \$18.95

D Migration

Classic Caribbean Soul Design.
M #10872, L #10873, XL #10874 \$16.95
XXL #10875 \$17.95 3XL #10876 \$18.95

E The Beer is Too Cold

M #10838, L #10839, XL #10840 \$16.95
XXL #10841 \$17.95

F Tropic of Margaritaville

New Caribbean Soul design.
M #10877, L #10878, XL #10879 \$16.95
XXL #10880 \$17.95 3XL #10881 \$18.95

G Precision Drinking Team Pocket T'

M #10922, L #10923, XL #10924 \$17.95
XXL #10925 \$18.95

H Weather is Here, Wish You Were Beautiful

M #10659, L #10660, XL #10661 \$16.95
XXL #10662 \$17.95

I Just Wing It

Garment dyed.
M #10642, L #10643, XL #10644 \$18.95
XXL #10645 \$19.95

J Original Brand Cap

Six panel cap with brass back closure.
#10576 \$17.00



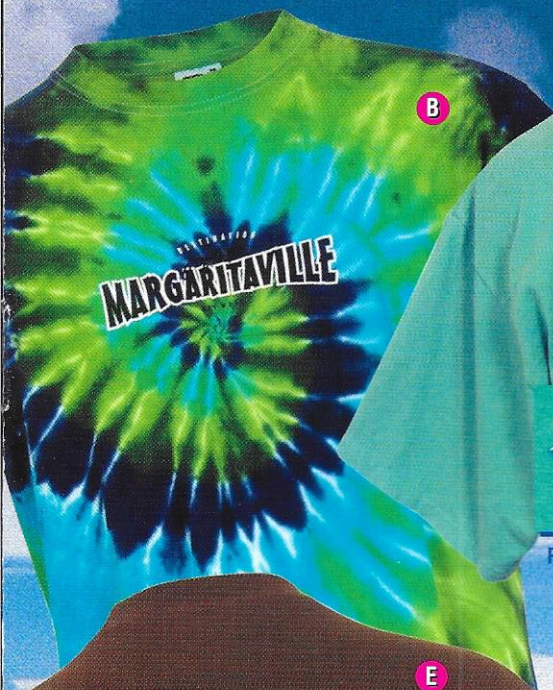
BREAST

BREAST



POCKET

BREAST



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

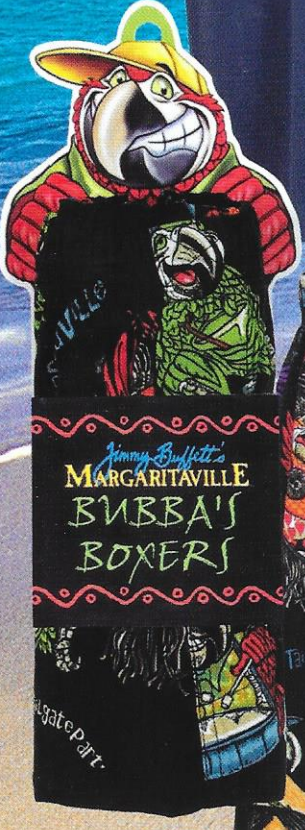
A

JIMMY BUFFETT'S
MARGARITAVILLE
KEY WEST

ENLARGED



C



F



margaritavillestore.com



A Flip Flop Polo

Embroidered artwork on combed cotton polo. 3-button placket, twill tape in neck and split sides, extended tail.

**M #10903, L #10904, XL #10905 \$33.95
XXL #10906 \$34.95**

B Parrot Fins Windshield Shade

Hi-tek top quality silver surface collapsible fabric sun shade. 1 piece construction for full windshield coverage. "Fins Up" design printed on each each 25" x 25" panel. Collapses for easy storage in 10" diameter storage pouch.

#10672 \$18.95

C Caribbean Soul License Plate Frame

Traffic stopping design printed on high impact polystyrene with high gloss finish.

#10513 \$6.95

D Changes in Latitudes Camp Shirt

100% cotton button down with pocket, split tail and custom Margaritaville buttons.

**S #10132, M #10133, L #10134,
XL #10135 \$46.95 XXL #10136 \$47.95**

E "Retro" Margaritaville Tank

Garment dyed. 100% cotton tank top.

**M #10729, L #10730, XL #10731 \$17.95
XXL #10732 \$18.95**

F Bubba's Boxers

100% cotton boxers with button fly.

**S (28-30) #10063, M (32-34) #10064,
L (36-38) #10065, XL (40-42) #10066
\$18.95**

G Buffett License Plate

Metal. \$1.00 from each sale donated to the "Save the Manatee Club"

#10503 \$8.00

H It's My Own Damn Fault Cap

Six panel cap with front, bill, and back embroidery. Brass back closure.

#10450 \$18.00

I Margarita Glass Cap

Six panel cap features Margarita Glass Patch on front and Key West embroidered on bill. Brass back closure.

#10452 \$17.00

A Address Book

"Used to Rule My World From a Pay Phone"
Measures 7.5" X 5.5"
#10157 \$8.95

B Logo Shades

"Fins to the left, Fins to the Right" Plastic shades easily slide on and off your favorite eyewear (glasses not included).
#9410 \$2.99

C Flip Flop Repair Shop Throw

100% cotton. Machine washable. Made in the USA. Measures approx 72" X 54"
#10845 \$55.00

D Parrot Windform

Measures 42.25" x 34". Quality construction, durable Oxford Nylon. Attach to your porch, deck, home, or boat and decorate in style.
#10242 \$30.00

E Tiki Drink Book

Serves up over 30 recipes for sweet, sour, and fruity libations, as well as 20 recipes for irresistible appetizers to serve alongside. Paperback.
#10556 \$14.95

F Tropical Parrot

Ultra soft stuffed Parrot measures approximately 8" in sitting position. "Princess Soft Toys" are non-toxic, non-allergenic, poly-fiberfilled, washable and safe for all ages.
#8331 \$15.00

G Margarita Mix

Each 14oz. bag makes One U.S. Quart.
#1203 \$6.00

H Weather is Here Puzzle

550 piece jig saw puzzle measures 24" X 18"
#8063 \$16.95

I Parakeet Plane Youth T'

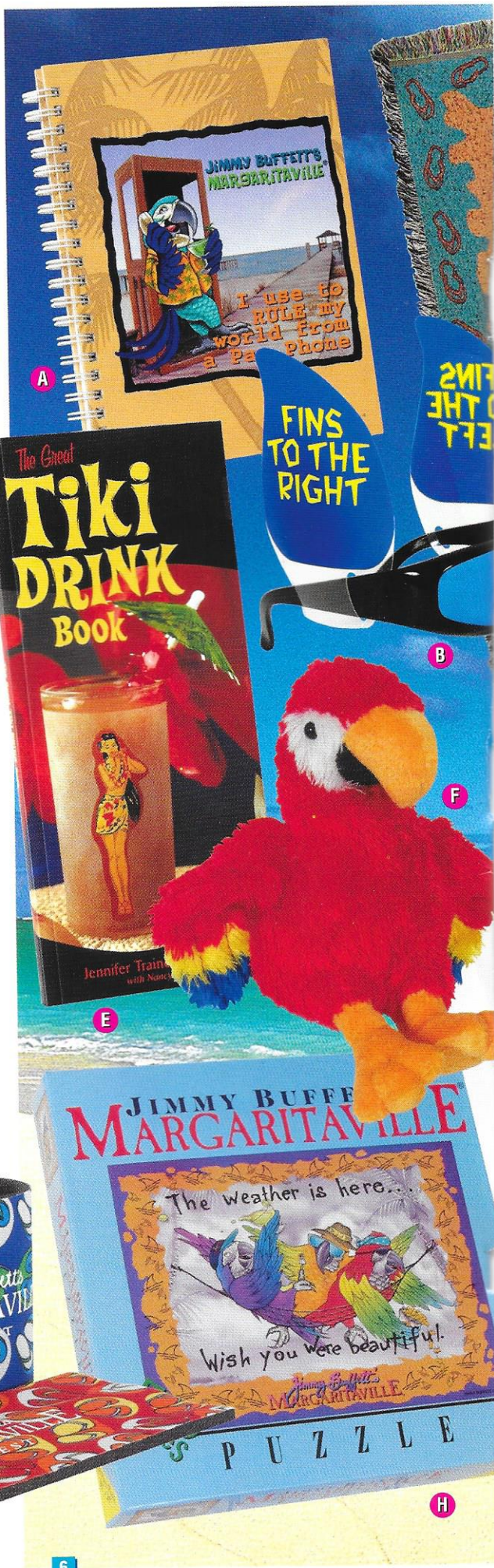
100% cotton.
XS (2-4) #10264, S (6-8) #10265,
M (10-12) #10266, L (14-16) #10267,
XL (18-20) #10268 \$12.95

J Canvas Laundry Bag

"Washin' Away Again in Margaritaville"
Measures 34" H X 22" W.
#10060 \$19.95

K Slap Can Koozie Wrap

Foam koozie forms around bottle or can. Colors will vary.
#9662 \$5.00 each



K



C

D



G



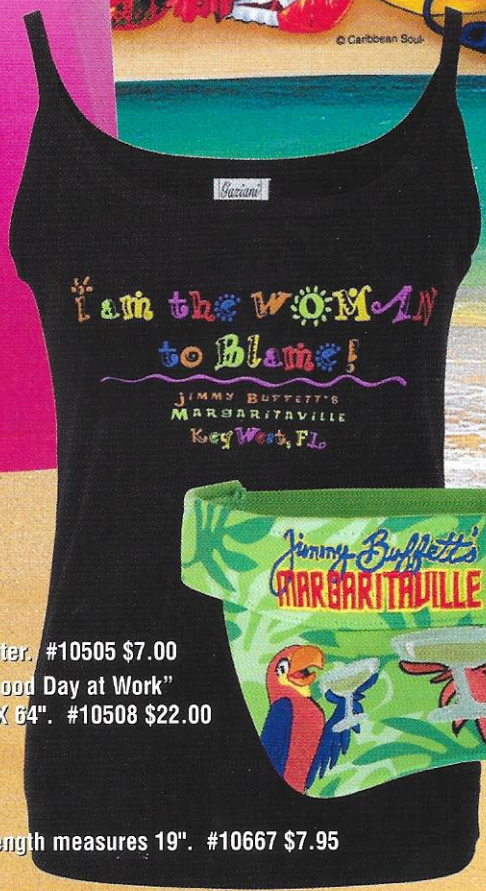
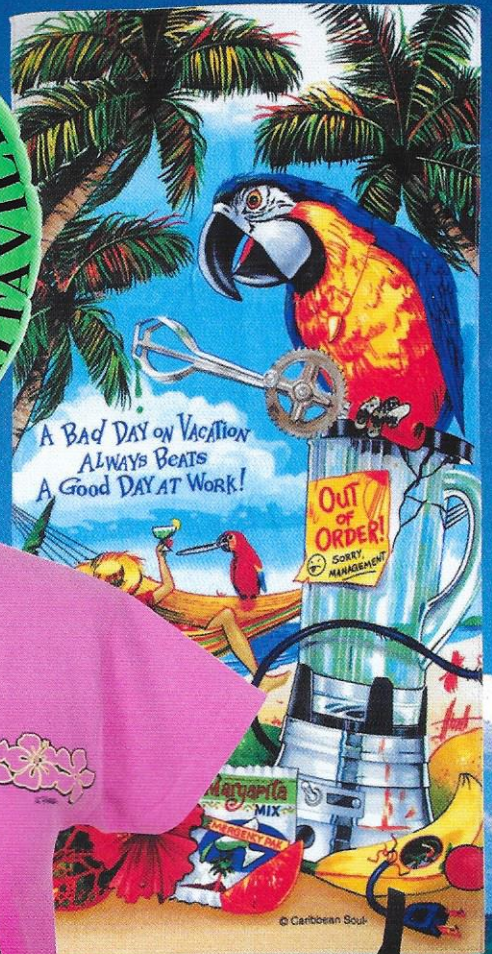
I



J

1-800-COCOTEL

1-800-262-6835



SS Margaritaville Float
Inflatable pool toy measures 28" in diameter. #10505 \$7.00

"A Bad Day on Vacation Always Beats a Good Day at Work"
100% cotton beach towel, measures 32" X 64". #10508 \$22.00

Dip Dye Ladies T'
S #10759, M #10760, L #10761 \$18.95

Bead Necklace with 3 Parrots.
Handmade Clay Jewelry. Total necklace length measures 19". #10667 \$7.95

"I Am the Woman to Blame"
Ladies camisole tank top. S #10154, M #10155, L #10156 \$17.95

Parrot Fun Visor
Full embroidery. Adjustable, velcro closure. #10771 \$15.00

PHLOCKINGS

People who believe in the lifestyle inspired by Jimmy Buffett... the giving and sharing come naturally...

PARROT HEADS IN PARADISE

The purpose of the organization is to promote the national network of Parrot Head Clubs as a humanitarian group sharing information and social activities for mutual benefit. The organization will engage in activities that are charitable, educational and that promote the general welfare of the community. Parrot Heads in Paradise, Inc. is a Not-For-Profit Corporation, whose purpose is to assist in community and environmental concerns and provide a variety of social activities for people who are interested in the music of Jimmy Buffett and the tropical lifestyle he personifies.

During the Calendar Year 2002 Local Chapters of Parrot Heads In Paradise, Inc. Contributed Over \$1.4 Million and 360,000 Man Hours to Various Local and National Charities.

www.phip.com



PARROTSOCK 2K3

The 3rd Annual Southeastern Regional Phlocking will again take place in the historic and scenic port-of-call Charleston, South Carolina, featuring three days of music and revelry! Parrot Head clubs from all over the Southeast will join together in hosting the event with traditional Southern Hospitality.

www.parrotstock.com



Jimmy's father, James Delaney Buffett, Jr. passed away in May, 2003. And while the pages of a fan club newsletter may not be the most appropriate place for this announcement, Jimmy felt it was important to acknowledge the many messages we've received and to thank those friends for taking the time to write. This is yet another shining example of the world that Jimmy has created; strangers exposed to the lines and the lyrics embrace the lifestyle and make it their own. Sharing the good while consoling the bad. One loss is a communal loss, one joy is widespread. The community of Parrot Heads have created a place in this world; one particular harbour...and all are safe within.

"The skies over Cuba were warmed by the sun,
Twenty-fifth of November, 1921"

← ALL PARKWAYS LEAD TO MARGARITAVILLE →

On the stairway to the balcony in the Margaritaville Cafe [Key West] there is an official looking street sign that reads. "Buffett Parkway." That is a real street sign from Fishers, IN that I presented to Jimmy on August 11, 1990 before a concert at Deer Creek Music Center.

Fishers, IN is located just outside Indianapolis, which at the time was a small but rapidly growing town. I suggested Buffett street or drive as a new road name to our development department people. I still remember when a town official walked into our police station and announced the new name of Buffett Parkway. The most active developer in town turned out to be a big Parrot Head too.

I contacted the Deer Creek promotions office about the possibility of presenting Jimmy with the "first" Buffett Parkway street sign and the arrangements were made. I got through it without becoming a stammering fool; welcoming Jimmy to Indiana and presenting the sign on behalf of all his Hoosier fans.

There's Parrot Head Madness - parking lot activities before a show, and there's Parrot Head Pride - something I experienced during my endeavors to steer the good ship Buffett Parkway into port. There have been many more important stories and situations tied to Jimmy and his music outlined in the Coconut Telegraph, but I feel privileged to experience what I have and to share my story with fellow Parrot Heads.



BUFFETT PARKWAY

By Officer John L Cox, KWPD

JIMMY BUFFETT & THE CORAL REEFER BAND

Tuesday, June 24	Detroit, MI	DTE Music Theatre
Thursday, June 26	Indianapolis, IN	Verizon Wireless
Saturday, June 28	East Troy, WI	Alpine Valley
Tuesday, July 1	Camden, NJ	Tweeter Center
Thursday, July 3	Baltimore, MD	Merrifield Post
Saturday, July 5	Bristow, VA	Nissan Pavilion

Friday, July 11

THE TODAY SHOW ON NBC SUMMER CONCERT SERIES

Tuesday, August 19	Pittsburgh, PA	Post Gazette Pavilion
Thursday, August 21	Chicago, IL	Tweeter Center
Saturday, August 23	Chicago, IL	Tweeter Center
Tuesday, August 26	Cincinnati, OH	Riverbend
Thursday, August 28	Boston, MA	Tweeter Center
Saturday, August 30	Boston, MA	Tweeter Center

2003 TIKI TIME TOUR

Radio MARGARITAVILLE

www.radiomargaritaville.com

Margaritaville is best described as an intangible, a state of mind...and a personal one at that. We all need a place to escape, a place to hide, a Fortress of Solitude to regroup and energize. This is the essence of Margaritaville, escapism. But how can so many people with so many personalities be pleased by the same state of mind? Radio Margaritaville. The Internet radio station searching for the lost shaker of salt right on your desktop.

For Parrot Heads hand cuffed to their keyboards, Radio Margaritaville offers an audible out...a chance to waste away for a while. Online web heads surf to Jimmy Buffett and many other artists long ignored by popular formats. Not just "Solid Gold to Make You Feel Old," but current releases as well. Music that Jimmy and the fans listen to. A typical set of music can include anything from James Taylor (or his brother, Livingston,) Bonnie Raitt, and the Eagles to Neville Brothers, Harry Belafonte, and Buena Vista Social Club. Folk music, calypso, beach music, reggae, the sixties - it's all here on Radio Margaritaville.

Join Steve Huntington, Carson Cooper and their growing list of Guest DJ's at www.radiomargaritaville.com



Enjoy the taste
and sounds of
Margaritaville on this

FREE 2-SONG CD containing
new versions of Margaritaville and Tequila,
Performed by Jimmy Buffett & The Coral Reefer Band.

Available in most areas with your purchase of 750ml and 1.75 liter bottles of
Margaritaville Gold Tequila. Offer good while limited supplies last.

What's your Tequila Personality? Find out at www.margaritavilletequila.com

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Visit our web site @ www.margaritaville.com

JIMMY BUFFETT & THE CORAL REEFER BAND 2003 TKI TIME TOUR DATES INSIDE

See JIMMY AND THE CORAL REEFERS ON THE TODAY SHOW FRIDAY, JULY 11

Congratulations to California Parrot Head Jim Kuhl, winner in our Limited Edition Margaritaville Sculpture contest from Volume 19 #1.

All orders placed through the Coconut Telegraph or the Key West Online Store, www.margaritavillestore.com, from June 13 through August 1 will receive a coupon worth 10% off the next order placed by October 31, 2003. Coupon valid through October 31, 2003.



MARGARITAVILLE'S OWN
KEY LIME PIE MIX

Just add Water! Makes 1 pie.
#7853 \$8.00

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