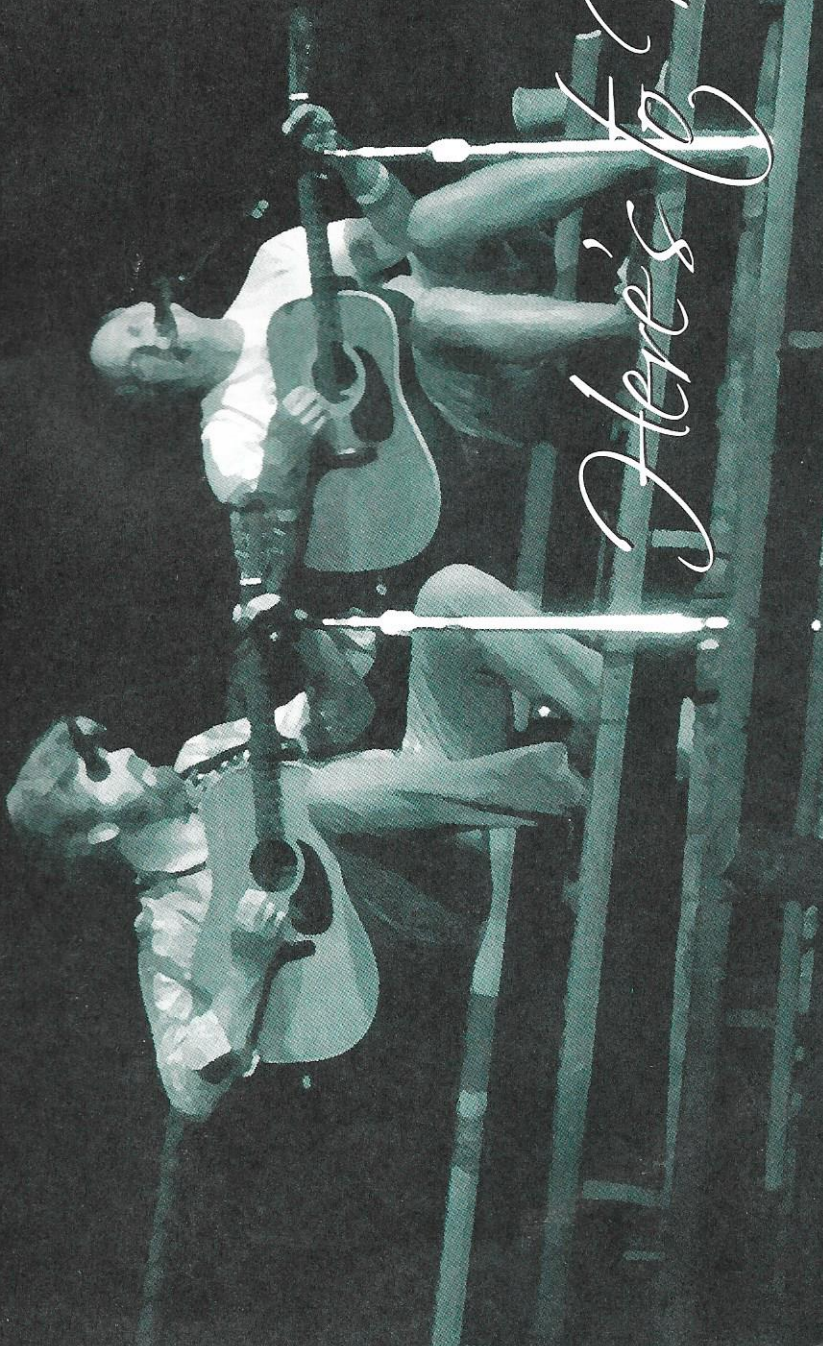


Volume 21 No. 5 Christmas 2005

COCONUT TELEGRAPH

www.margaritaville.com



Jimmy Buffett's
MARGARITAVILLE



Here's to New Orleans

This is the final edition of the chronological wrap-up of the last two decades of Margaritaville.

Jimmy Buffett's presentation of Herman Wouk's *Don't Stop the Carnival* begins an open-ended run at the Atlantis Theatre on April 6, 2001. Set amid the tropical splendor of Atlantis, Paradise Island, the newly remodeled theatre, outfitted with professional lighting and sound, and circled by beautifully backlit travel posters, presents the perfect venue to display the theatrical tour of Kinja.

Jimmy's infatuation with the Pulitzer Prize Winning novelists' mid-life tale continues; a Gold Album for the CD of the same name, an award winning play at Coconut Grove Theatre in south Miami, and now a 90-minute musical revue satiated with singing and dancing, and laced with just enough narrative to propel the spectacle to its carnival-costumed conclusion. Local musicians and dancers, along with state-side cast members, create a colorful, collaborative cast of Amerigo natives theatrically illustrating how t'ings really work "down island."

Jimmy Buffett's Margaritaville officially entered into an agreement with the Jamaica based Margueritaville to combine forces in bringing the proper state of mind to four more Caribbean destinations. We were not privy to the negotiations, and lack the legal enlightenment to comment on the pact, however, it looks like what could commonly be called a win-win situation. Margaritaville can be found in Montego Bay, Negril, Ocho Rios and Air Margaritaville in Jamaica's Sangster International Airport.

Jimmy Buffett's Margaritaville Cafe in Universal Studios CityWalk Orlando tempts fate and depleting cactus juice supplies stockpiling over 1300 gallons of Margaritaville Tequila in its quest for entry into the Guinness Book of World Records. On Friday May 18 the last bottle of tequila was poured into a 7500-gallon FDA approved polyethylene tank affectionately called "Big Rita" shattering the Worlds Largest Margarita record and the Largest Cocktail record as well.

Big Rita's 15 minutes were soon up and her fate was undecided until.... Hoisted on a truck, strapped to a barge and eventually rolled up the narrow driveway at the Margaritaville in Negril Jamaica, Big Rita is now a Rum Runner. When in Rome Big Rita...

Jimmy Buffett's Far Side of the World: My Grandfather ran away from home at age 13, jumping from the second story window of a clapboard house on a pleasant looking neighborhood street above the harbour at Sydney, Nova Scotia. He did not return home until he was 84 years old. Talking to him after his return home, he simply said that things had not changed much since he had left. Before Alzheimer's disease erased his memory, I took my father up to Nova Scotia to visit our Canadian cousins and we stood in the window of that house looking down at the same view my Grandfather saw when he made his decision to see the world. Later that night over a lobster dinner, I asked my Dad what he was thinking when we stood there together at that window. He smiled and said, "I'm glad as hell the old man jumped." "So am I", I replied.

Nashville, TN - Following Alan Jackson's two recent Academy of Country Music Awards wins and the RIAA's Quadruple Platinum (4,000,000 units) certification of his Drive album, the reigning Country Music Association Entertainer of the Year delivers his new single, "It's Five O'clock Somewhere". Recorded with friend Jimmy Buffett at Shrimp Boat Sound Studio in Key West last month, Jackson's sure-to-be summer anthem is one of two new tracks included on his latest CD, Alan Jackson's Greatest Hits Vol. II.

"Somebody pitched me that song," Alan Jackson claims, "and I said 'Man! This sounds like Buffett!' Sure enough - it already had his name in there, and it sounded like him, so it just felt natural to go ahead and do the thing. And he was kind enough to sing on it."

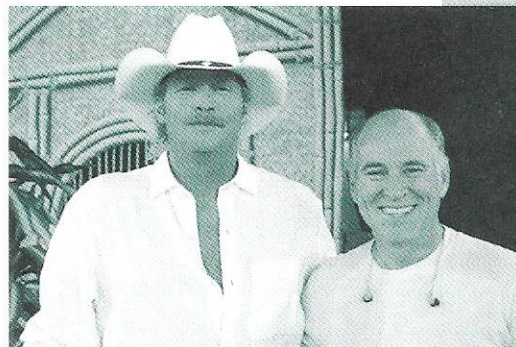
The newest jewel in the Margaritaville crown in Cancun Mexico opened last August and it was high time



"Big Rita" at Margaritaville Orlando

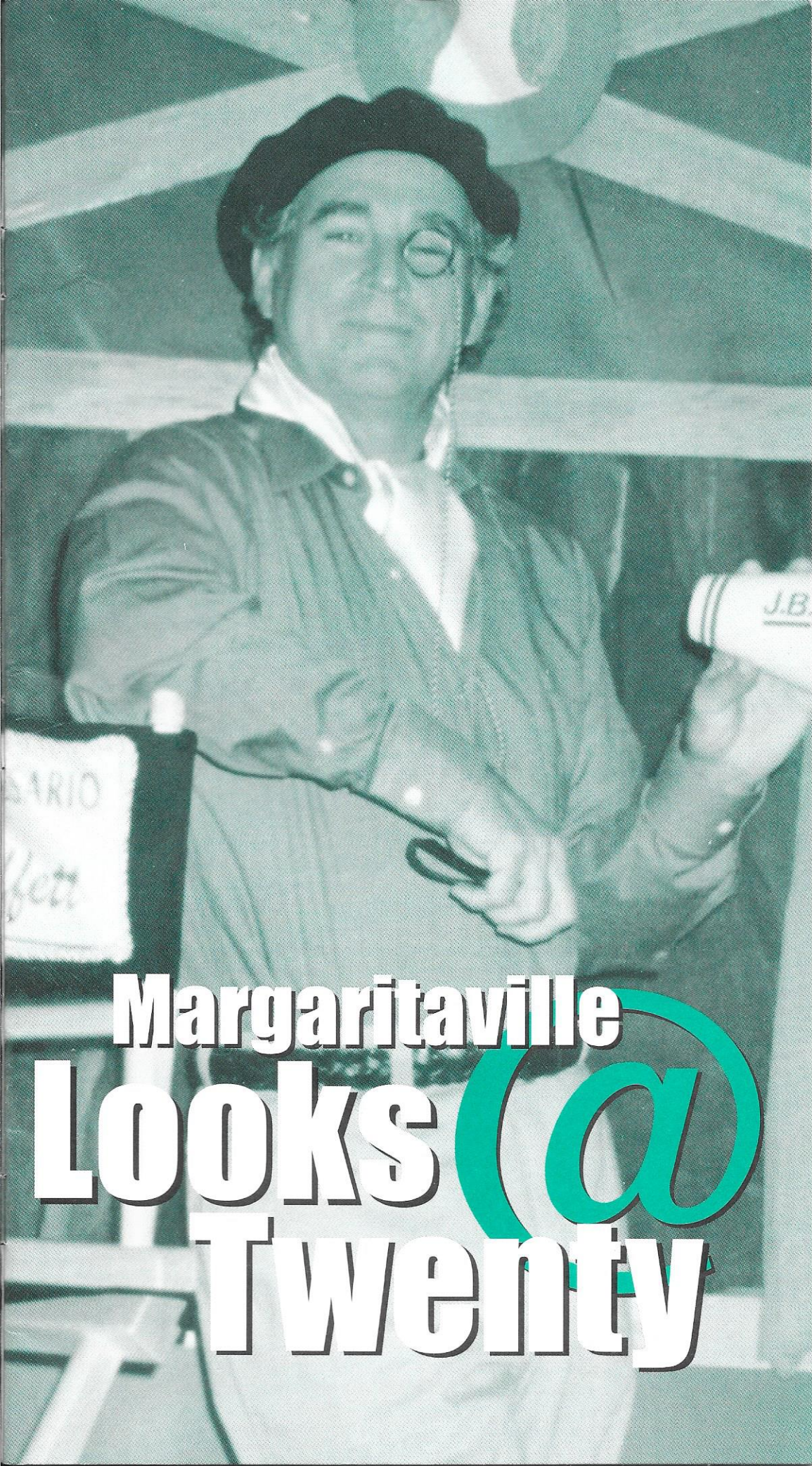


"Big Rita" reincarnated in Negril



Jimmy with Alan Jackson in Key West

Photo: Sam Kellam



Margaritaville
Looks @
Twenty

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 Kukulkan.

The city of Las Vegas was founded on May 15, 1905, and Nevada legalized gambling in 1931. Following World War II, lavishly decorated resort hotels and gambling casinos offering top-name entertainment came into existence. Tourism and entertainment took over as the largest employer in the valley. Perhaps the most famous, or infamous, of the early resorts was the Flamingo Hotel, built by mobster Benjamin "Bugsy" Siegel, a member of the Meyer Lansky crime organization.

Today Las Vegas boasts 19 of the world's 20 largest hotels, attracts 33 million visitors per year, earns over US\$5.25 billion in annual gaming revenue, and marries over 100,000 people each year. There are other cities with terrific entertainment and gaming opportunities, but there is no place in the world like Las Vegas, and no city even pretending to be.

On June 10, 2002, Park Place Entertainment announced that it was teaming with Margaritaville's singer/songwriter/author Jimmy Buffett, to bring the newest Margaritaville Cafe and entertainment complex to the resort. "If Las Vegas was good enough for Elvis," said Jimmy, "it's good enough for me."

Cheeseburger in Paradise. The second in a series of tropical themed restaurants, Cheeseburger in Paradise is 30 miles west of Chicago, 1620 miles north of Key West, and forty degrees colder than the numerous down-island locales laying claim as the inspiration for the nutritionally questionable burger. The grand opening of this inspiring eatery was planned for Monday, November 3.

Jimmy arrived late in the afternoon, exceeded his daily caloric count on the bountiful buffet (pun intended) supplied by the CIP chef - I strongly suggest the Crab & Corn Chowder and Island Chef Salad - and took time to personalize, among many items, a guitar and surfboard to be auctioned off following his performance that evening.

The Big Guy was hustled from the stage into a low mileage SUV and off to Midway Airport. I tossed my return ticket to Key West in a Downers Grove dumpster and joined Jimmy on the Falcon for a flight to his old nemesis - Nashville, TN. An Island Veggie pizza to go (along with more of the Island Chef Salad) from CIP and a bottle of Pinot Grigio at 20,000 feet more than compensated for the lack of commercial airline peanuts. Stretched out on the plush, hair-pin-curved sofa, we talked of rum and rock climbing, politics and peacetime, and toasted to better days - past and future.

We were Music City bound courtesy of the Country Music Association to attend the **37th Annual CMA Awards** at the Grand Ole Opry House. Jimmy and current CMA Entertainer of the Year Alan Jackson were nominated in the Vocal Event of the Year category for "It's Five O'Clock Somewhere" the summertime anthem that all too quickly joined the ranks of "songs I can't get out of my head." Poouuuurr me something tall and strong, make it a hurricane before I go insane.

"Winner for Vocal Event of the Year, Alan Jackson and Jimmy Buffett!" Jimmy actually appeared to be nervous. Thanking first his wife, followed by shout-outs to old Nashville cronies, he ended his acceptance speech by joking, "Thank you Alan Jackson, I'm glad I could help your struggling career." The "struggling" Alan Jackson, also nominated for Male Vocalist of the Year and Entertainer of the Year scored a hat trick.

Broadway At The Beach, 350 acres of specialty shops, restaurants and nightlife was recently named "Best Place to Take Out-Of-Towners." As an out-of-towner I would agree. Margaritaville in **Myrtle Beach, SC.** opened on July 12, 2004. The decor is similar to Orlando and Las Vegas, incorporating boats into seating areas and Key West tin-roofed interiors. The west side of the cafe is a window to Broadway At The Beach, a vast expanse of glass



Margaritaville Cancun



Margaritaville Las Vegas Opening

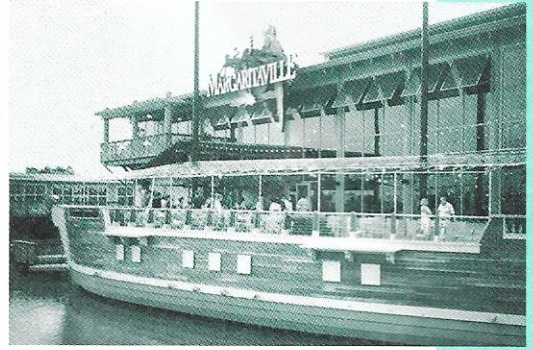


Signing surfboard at CIP opening

offering an unobstructed view of the outside deck and Heroes Harbor.

Jimmy's latest literary effort is **A Salty Piece Of Land**. Once again, master storyteller Jimmy Buffett weaves a mesmerizing tale that combines both humor and emotional reflection. After all, one man's cathedral is another man's fishing hole. And in Jimmy Buffett's world, paradise is just a state of mind. 2005's Salty Piece Of Land tour followed with Jimmy and the Reefer's making stadium appearances in Pittsburgh, Philadelphia and Chicago.

Jimmy Buffett's Margaritaville - a state of mind is now a state of being. 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 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."



Margaritaville Myrtle Beach

And on the Labor Day weekend "it" was at Wrigley Field in Chicago. On a beautifully humidless sunny Saturday I was in a final approach pattern heading north over Lake Michigan. As we banked left over the city and flew over Wrigley Field I could see the tarp covering the field in preparation for the road crew to transform a ball field into a concert setting. A \$45 cab ride later I was in the middle of the Magnificent Mile.

I met up with Radio Margaritaville's Steve Huntington who introduced me to the Chicago Transit Authority, the way to get around town, and as I would subsequently discover, a \$1.75 rebuttal to the aforementioned cab ride. We caught the Red Line to Addison to check out the venue. Wrigley Field dominates a residential neighborhood of brownstones, sports bars, and the ubiquitous Starbucks. All three were packed with Parrot Heads in a pre-concert frenzy. We salute Harry Caray and wander inside. On stage in deep center field, Jimmy and the band go through a sound check while I stand at home plate and call my shot just like Babe Ruth. Flags bearing retired numbers from the Cubs colorful past ripple in the pre-fall breeze; Ernie Banks and Ron Santo on the left field foul pole, Billy Williams and Ryne Sandburg on the right. These flags were joined by a Skull & Crossbones counterpart for this weekends event. This is the first time in it's 91 year history that the fabled field has allowed anything other than a ball game to be played here.



Parrotheads in Paradise, Key West

I made my way backstage to the buffet line, exchange greetings with the resident Reefers and end up at a table swapping jokes with some guy who I later learn is a legendary DJ from L.A. Who knew? I just called him Geno, and legendary or not, Mr. Michellini seemed like a decent sort to me. Jimmy joined us briefly and I asked him what the difference is between performing for a handful of people at a hide-away bar in St Somewhere versus facing 40,000 fans on the north side of Chicago. "It's all the show," he said. "Doesn't matter what size, it's all about the show."

This show began with Mr. Cub, Ernie Banks welcoming Parrot Heads and a video clip of Jimmy performing the National Anthem on this same field in 1983, "This is for Steve Goodman." Jimmy then appeared on stage in a New Orleans T-shirt, gave a shout out to friends and family on the Gulf Coast, and I swear I heard his voice break a bit during the salute to his roots. A classic Buffett show followed, with a litany of hits, old and new.



Wrigley Field

After the second encore, Jimmy appeared deep in the right field bleachers, just he and Mac McNally, illuminated in a single spotlight, and performed Arlo Guthrie's "City of New Orleans." Good night America how are you? Say don't you know me, I'm your native son" You know that feeling you get when your knees get a little weak, your upper body shivers slightly, your throat tightens and your eyes begin to tear....?

BOOKS AND MUSIC

BOOKS

Tales From Margaritaville The classic best seller with new preface by Jimmy.
Large Paperback #9917 \$14.00

A Pirate Looks At Fifty Jimmy's narrative 50th birthday trip, served with just a hint of nostalgia.
Paperback #5556 \$7.99

Where Is Joe Merchant? A tribute to Buffett's storytelling skills.
Large Paperback. #1482 \$14.00

Salty Piece of Land Once again, Jimmy Buffett weaves a mesmerizing tale that combines both humor and emotional reflection. After all, one man's cathedral is another man's fishing hole. And in Jimmy Buffett's world, paradise is just a state of mind. Hardback #13701 \$27.95

Jolly Mon Jimmy & Savannah Jane Buffett's best selling children's book based on the song.
Hardback #1496 \$16.00 Paperback #1494 \$6.00

Trouble Dolls Our heroine enlists the help of her Guatemalan Trouble Dolls to locate her father, lost in the Everglades. Hardback #1495 \$16.00 Paperback #2827 \$6.00

Things You Know By Heart Trivia Book 1001 questions from the songs of Jimmy Buffett.
Paperback #5223 \$10.00

The Essential Book of Boat Drinks & Assorted Frozen Concoctions Hardback book contains 100's of recipes, a history of favorites, and a reference of key ingredients. Hardback #3425 \$10.95

Trader Vic's Tiki Party Whether it's a blowout tiki party for friends or a spontaneous occasion to dust off the shaker, this book brings favorite concoctions from Trader Vic's into your home.
Hardcover #14088 \$19.95

Quit your Job and Move to Key West A satirical guide on how to do it by people who have made it happen. Paperback #9305 \$9.95

Key West 101 - Discovering Paradise 101 Reasons to Love Key West! Warning: Contains laid back themes and Margarita induced humor. (By the authors of "Quit your Job and Move to Key West") #14848 \$9.95

2006 Mariners Book of Days Right hand page is a week of days, left hand page is a collection of nautical fact, fiction and folklore. Spiral bound Paperback #8226 \$13.95

Hoot In his first novel for a younger audience, Carl Hiaasen plunges readers right into the middle of an ecological mystery, made up of endangered miniature owls. Hiaasen's tongue is firmly in cheek as he successfully cuts his slapstick sense of humor down to kid-size. Sure to be a hoot, re, hit with middle school mystery fans. Hardback (Ages 10 to 15) Filmed in Florida this past summer, produced by Jimmy Buffett and Frank Marshall - 2006 release.
#14660 \$15.95

MUSIC

Live By the Bay Video 1985's Last Mango in Paris Tour. #701 \$21.95

Tales From Margaritavision A compilation of Jimmy Buffett videos. #7202 \$25.00

Mini Matinee DVD Songs include: It's Five O'Clock Somewhere, Cheeseburger in Paradise, Meet Me In Margaritaville, The Tiki Bar is Open, Knees of my Heart, Fins, as well as exclusive photos and other rare footage. #11785 \$9.98

License to Chill Jimmy Buffett' latest release is a collection of some of the singer/song-writer's favorite songs. #13376 \$18.98

FINS UP BRACELET

Our addition to the charity bracelet phenomenon.

Over 30,000 have been sold through Key West.

100% of proceeds will benefit

Hurricane Relief Charities.

#14950 \$2.00 each

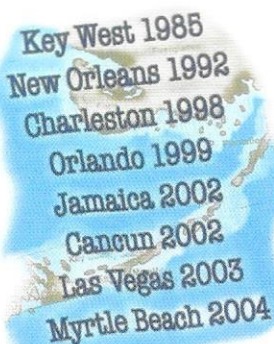


These items may be viewed online at www.margaritavillestore.com

MARGARITAVILLE OLD SCHOOL

Old School design at Old School price.

Throughout 2005 the Coconut Telegraph has offered a chronological collection of our most popular designs. This is the last in the series of T's available at the 1985 price. The commemorative shirt includes a 20th Anniversary sleeve print signifying two decades of Margaritaville.



AIR MARGARITAVILLE CAP

2-tone cotton cap with Heart & Wing front embroidery. Side embroidery reads "He has wings on his heart". Velcro back closure with Key West screened on strap. #14707 \$18.00

AIR MARGARITAVILLE T'

100% cotton crew neck T' with 20th Anniversary logo sleeve print and all locations listed on back. All at the 1985 price.

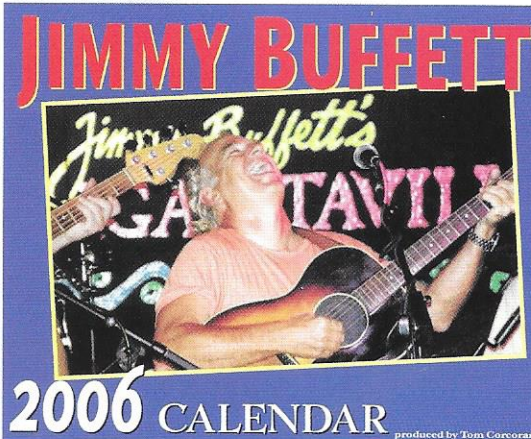
M #14709, L #14710, XL #14711 \$12.95
XXL #14712 \$13.95



SLEEVE

JIMMY BUFFETT 2006 CALENDAR

Photos and recollections by longtime Buffett photographer Tom Corcoran. #2242 \$11.95





A

B

C

D

E

F



BREAST



ENLARGED



BREAST

A Margaritaville Est. 1985 Long Sleeve T'
100% cotton garment dyed with ornate design. Military Green.

M #14741, L #14742, XL #14743 \$25.95
XXL #14744 \$26.95

B Raglan Baseball Jersey T'
100% cotton, 3/4 length sleeve, distressed print. Mustard body / Blue sleeve.

M #14679, L #14680, XL #14681 \$25.95
XXL #14682 \$26.95

C Oval Wave Henley
Embroidered on a 3-button placket, long sleeve 100% cotton, open sleeve. White.

M # 14754, L #14755, XL #14756 \$28.95
XXL #14757 \$29.95

D Bamboo Margarita
100% cotton garment dyed long sleeve T'. Cedar.

M #14675, L #14676, XL #14677 \$25.95
XXL #14678 \$26.95

E Tranquility Sunset
100% cotton long sleeve over dye yoke jersey, heavier weight with generous cut, open sleeve, distressed print. Washed Orange.

S #14731, M #14732, L #14733,
XL #14734 \$28.95

F Five O'clock Somewhere T'
100% cotton long sleeve T'. Harbor Blue.

S #14661, M #14662, L #14663,
XL #14664 \$25.95 XXL #14665 \$26.95

G Five O'clock Somewhere Socks
"What Would Jimmy Buffett Do?"
OSFA Standard size 9-11 (Ladies size)
75% Acrylic, 25% Stretched Nylon.
#14418 \$8.95



1-800-COCOTEL

1-800-262-6835

A Caribbean Country T'

White.

M #14884, L #14885, XL #14886 \$16.95

XXL #14887 \$17.95

B Changes in Latitude T'

"Through all of the Islands and All of the Highlands, If We couldn't Laugh, We Would All Go Insane." Military Green.

M #14713, L #14714, XL #14715 \$16.95

XXL #14716 \$17.95

C 20th Anniversary Special Edition T'

Back depicts Old Style Margaritaville. Front features the current Margaritaville Store in Key West. Pacific Blue.

S #13224, M #13225, L #13226,

XL #13227 \$16.95 XXL #13228 \$17.95

D Embroidered Margarita Glass Applique T'

90% cotton/10% polyester. Athletic Oxford.

S # 14590, M #14591, L #14592,

XL #14593 \$19.95 XXL #14594 \$20.95

3X #14595 \$21.95

E Time Flies When You're Having Rum T'

100% cotton T', Black.

M #14876, L #14877, XL #14878 \$16.95

XXL #14879 \$17.95 3X #14880 \$18.95

4X #14881 \$19.95

F Margaritaville Official Brand Stamp T'

Clean simple design, available in garment. Washed Putty.

S #14858, M #14859, L #14860, XL #14861

\$18.95

G Lost Shaker of Salt

V-notch T' raglan sleeve, unfinished seam with reverse stitch. White with Orange.

S #14526, M #14527, L #14528,

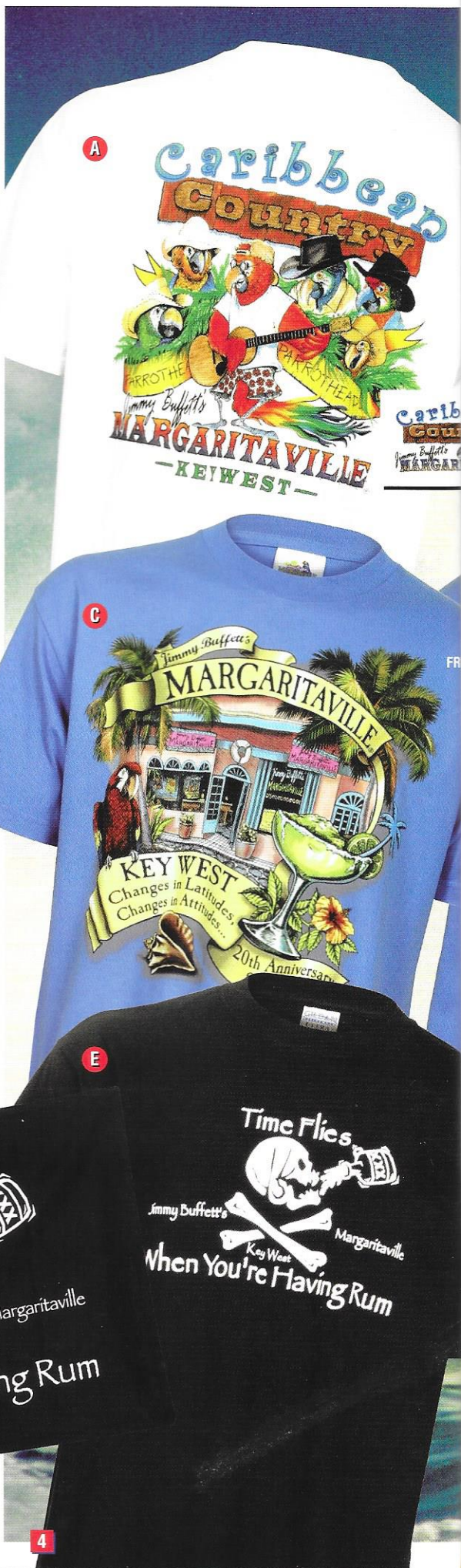
XL #14529 \$25.95 XXL #14530 \$26.95

H Nylon Boat Flag

"Time Flies When You're Having Rum."

Measures 18" x 12". Two-sided screen print.

#11830 \$19.95





B

BACK

FRONT

BREAST

BACK

D

F

G

BREAST

margaritavillestore.com



ENLARGED





A Team JBM - Ladies Football T'

Contrasting stripe above sleeve hem. Custom contour fit. Storm Blue/ Gold Trim. **S** #14766, **M** #14767, **L** #14768, **XL** #14769 \$22.95

B Girly Ringer T' with Oval Waves

100% cotton, junior sized ladies T'. Salmon with Chocolate trim. **S** #14762, **M** #14763, **L** #14764, **XL** #14765 \$18.95

C Yoga Pant

Ladies long yoga pant. 92% cotton/8% spandex, low rise with flat elastic waistband, slightly flared legs. Margaritaville screened on waistband and Key West with palm tree on leg. Black. **S** #14582, **M** #14583, **L** #14584, **XL** #14585 \$34.95

D Luxe Touch Fleece Full Zip

Suede-like fabric finish. Full zip with elasticized binding at cuff and hem. Exposed contrast zippers at center front and waist pocket. Front and back princess seams. 80% cotton/20% polyester. Embroidery on lower corner. Periwinkle Blue. **S** #14610, **M** #14611, **L** #14612, **XL** #14613 \$52.95

E Ladies Zip Jacket

80/20 pigment dyed hooded sweat with banded waist and sleeves. Drawstring single layer hood and separate pockets. Large appliqué across chest. Cigar Brown. **S** #14687, **M** #14688, **L** #14689, **XL** #14690 \$49.95

F Satin Trim T'

100% cotton long sleeve tee, side seam vents, tonal satin trim with "Fresco" art screen print. Relaxed fit. **S** #14749, **M** #14750, **L** #14751, **XL** #14752 \$ 25.95

G V-Neck Hoodie 100% cotton V-neck T'

Hooded, 3/4 length sleeve, junior sized. **S** #14513, **M** #14514, **L** #14515, **XL** #14516 \$21.95

1-800-COCOTEL

1-800-262-6835

A I Take Life With a Grain of Salt T'
 Basic crew neck T'. Azalea.
 S #14549, M #14550, L #14551, XL #14552
 \$18.95

B Jimmy Buffett's Parrot Head Club T'
 White.
 M #14545, L #14546, XL #14547 \$16.95
 XXL #14548 \$17.95

C Margaritaville Charters T'
 "Got to stop Wishing, Got to go fishin' down
 to rock bottom again." Garment dyed, dis-
 tressed print. Celery Green.
 M #14778, L #14779, XL #14780 \$18.95
 XXL #14781 \$19.95

D Pirate Looks at 40 T'
 Back by popular demand. Large front and
 back design. Ash Grey.
 M #14472, L #14473, XL #14474 \$16.95
 XXL #14475 \$17.95

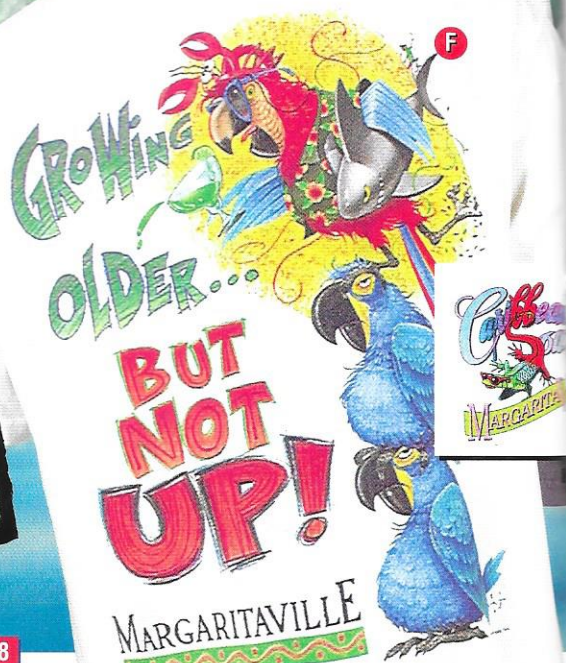
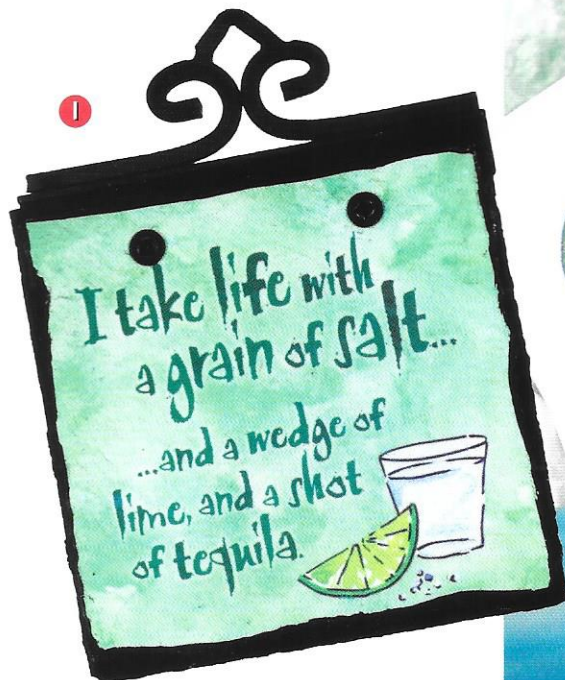
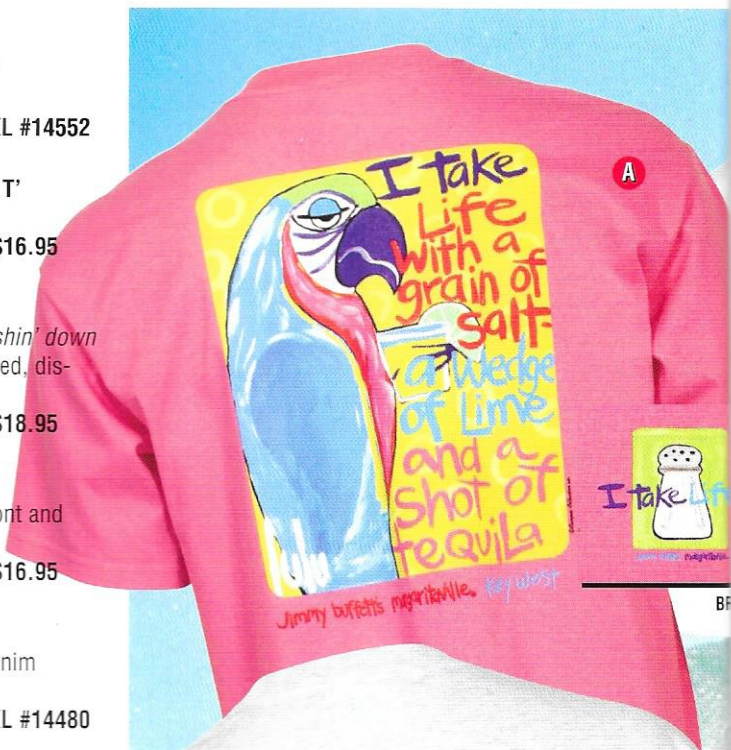
E Free Concert T'
 Garment dyed, distressed print. Denim
 Washed Blue.
 S #14477, M #14478, L #14479, XL #14480
 \$18.95

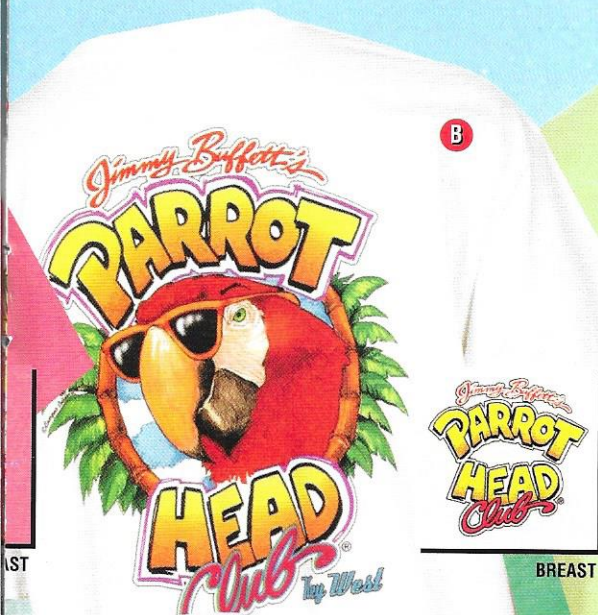
F Growing Older But Not Up
 The Parrot Head motto. 100% cotton crew
 neck T'.
 M #5467, L #5468, XL #5469 \$16.95
 XXL #5470 \$17.95 3X #9665 \$18.95

G Margaritaville Guitar T'
 Denim Blue
 S #13984, M #13985, L #13986,
 XL #13987 \$16.95 XXL #13988 \$17.95

H 60's Poster Design T'
 Garment dyed Pocket Tee. Mustard.
 M #14718, L #14719, XL #14720 \$18.95
 XXL #14721 \$19.95

I Decorative Slate.
 Hand crafted and designed for both indoor
 and outdoor use. Measures approx 5" x 6.5".
 #14458 \$12.95





B



BREAST



C



BREAST



FRONT

D



E



G



BREAST



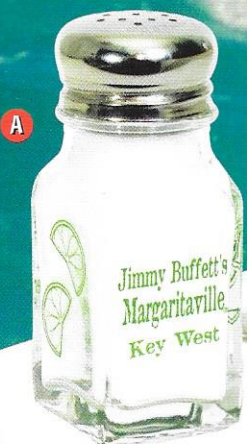
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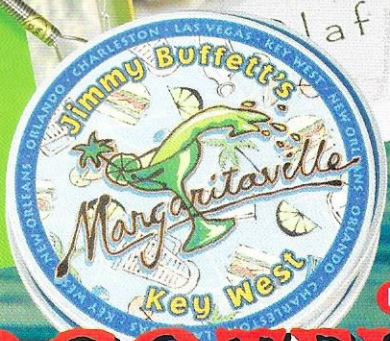
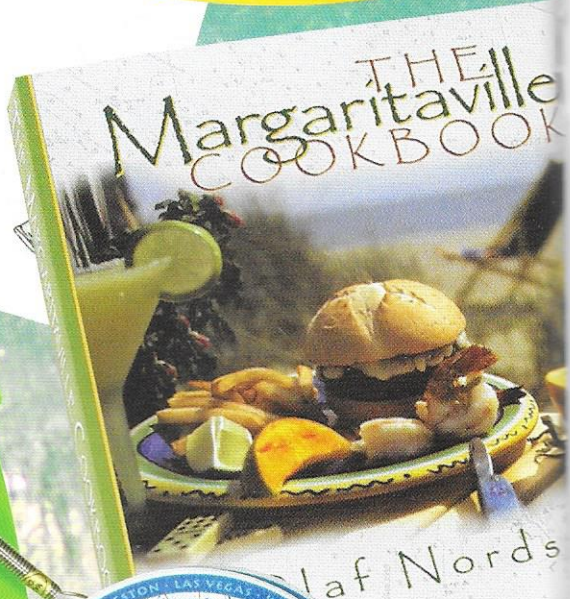
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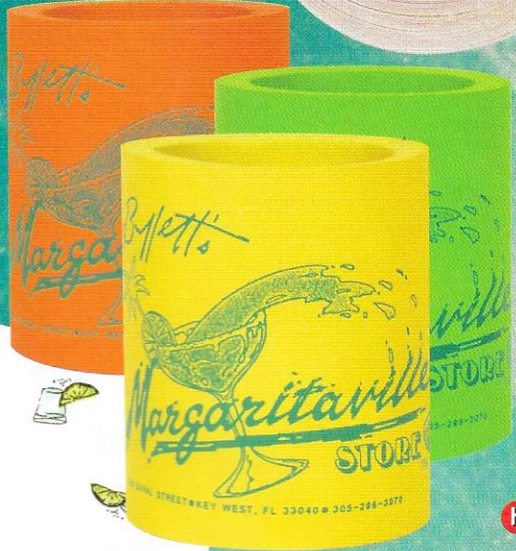
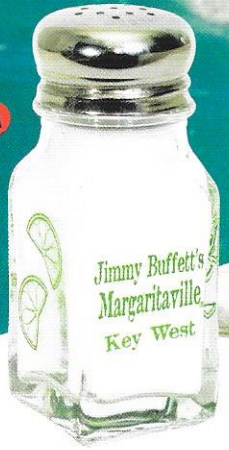
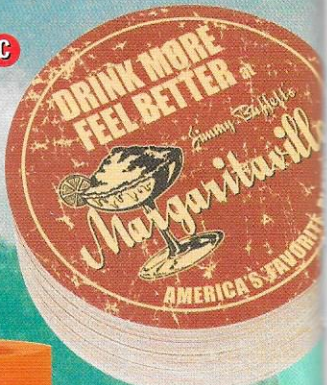
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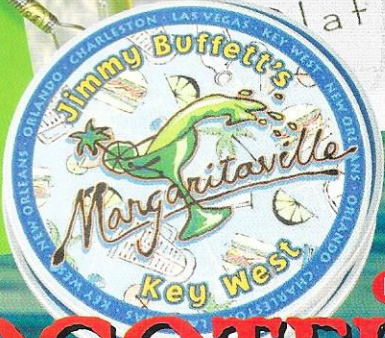
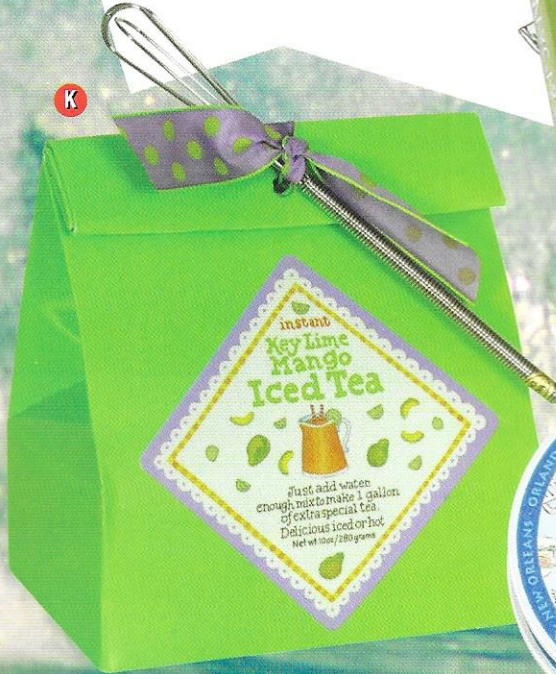
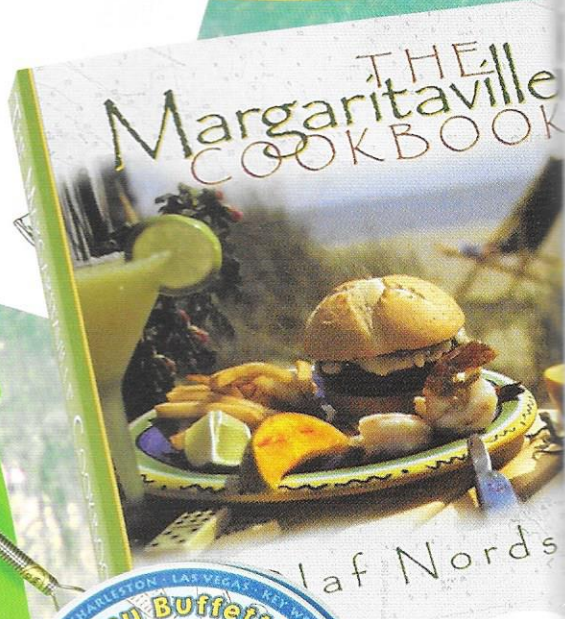
I take life with a grain of salt...
...and a wedge of lime, and a shot of tequila.



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

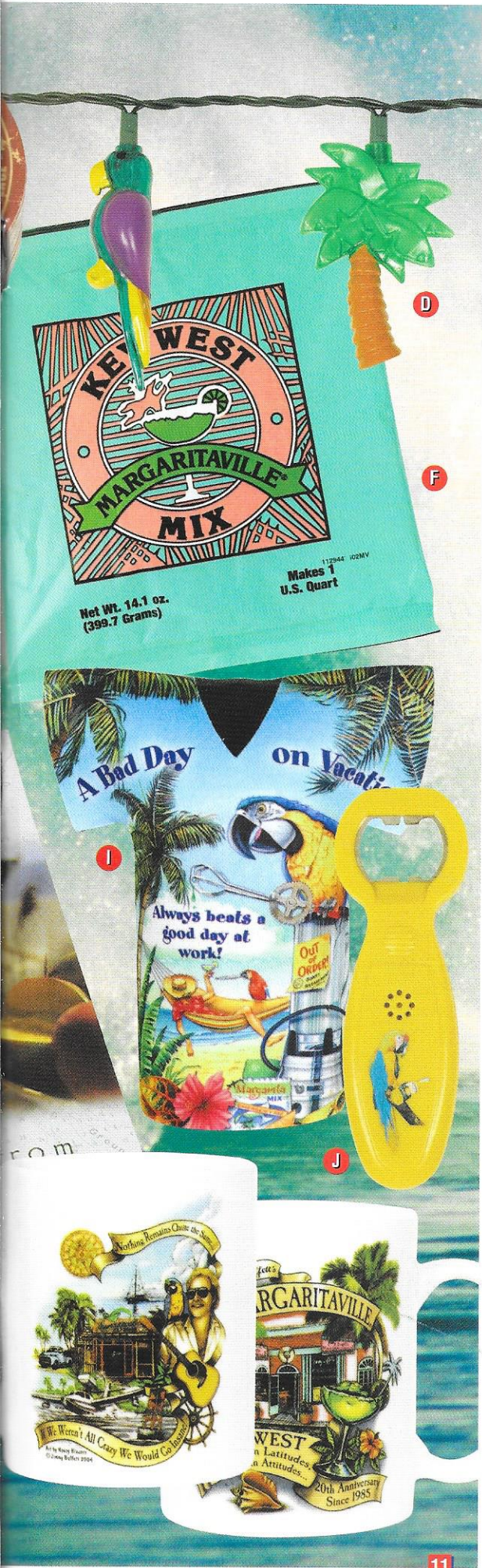


I take life with a grain of salt...
...and a wedge of lime, and a shot of tequila.



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A Salt Shaker

Glass salt shaker with 4 sided green imprint.
#7652 \$5.50

B Five O'clock Somewhere Margarita Glass

Colorful wrap around design on rim. Lyrics include "It's 5 O'clock Somewhere!" "Margaritaville" and "What Would Jimmy Buffett Do?"
#14414 \$12.00

C Bar Coasters

"Drink More, Feel Better." 50 cardboard coasters. 4.5" diameter.
#8092 \$5.50

D Parrot/Palm Party Lights

12-foot string of ten lights/covers. 2 extra bulbs included, one makes the entire string blink. Three strings can be attached together.
#10239 \$13.95

E Foam Kool Kups

Assorted colors (will vary).
#1353 \$3.00 each or 6-pack for \$15.00

F Margarita Mix

The crystallized flavor of the frozen concoction that helps us hang on. Makes 1 quart.
#1203 \$6.00

G Cocktail Napkins

"I take life with a grain of salt...and a wedge of lime, and a shot of tequila." 20 per pkg.
#14460 \$2.50

H Margaritaville Cookbook

Over 250 pages of recipes gleaned from Buffett lyrics-songs and stories. Large Paperback.
#6998 \$16.00

I Bottle Koozie

"A Bad Day on Vacation Always Beats a Good Day at Work!" 2 sided print on a neoprene koozie.
#13395 \$6.95

J Corona Talking Bottle Opener

When the beer cap touches the metal, festive music plays along with "Cerveza, Senor? Si Corona, Habla Espanol? Haha, Bueno!" Having a Corona never sounded so good.
#8089 \$9.95

K Key Lime Mango Iced Tea

Refreshing and delicious instant Iced Tea is packaged in decorative cardboard bag with coordinated ribbon and wire whisk for mixing. Just add water, makes 3/4 gallon.
#14467 \$6.95

L Margaritaville Stone Coasters

Sandstone designed to absorb condensation. Boxed in set of 4.
#3076 \$22.00

M 20th Anniversary Mug

Holds 11 oz of your favorite beverage. Colorful dual sided print.
#13742 \$8.95

A Holiday Macaw Christmas Parrot

On candy cane perch. 31" head to tail.

#5755 \$24.95

B Margaritaville 2005 Christmas Cards

5"x 7" cards.

Box of 20 w/envelopes. #14656 \$20.00

Single card w/envelope. #14657 \$1.50

C 2005 Christmas Design T'

Christmas Island.

S #14495, M, #14496, L #14497, XL #14498

\$19.95 XXL #14499 \$20.95

D 'Tis the Season to be Chillin' Flag

All weather polyester with permanently dyed design. Machine washable and mildew & stain resistant. Flag measures 28" x 40".

#14892 \$24.95

E Snowman in Paradise

We all know what happens the night before Christmas, but what about the day after? Features a frozen snowman with a sunny disposition, a magical bluebird and a tropical vacation.

#15409 \$16.95

F Christmas Island CD

Jimmy Buffett's Christmas Collection CD

#2720 \$13.98

G Caribbean Christmas CD

Instrumental Reggae and Calypso renditions of holiday favorites.

#14915 \$9.99

H Pace of Life Throw

A Margaritaville Collectible. 100% cotton throw. Machine washable. Made in the USA. Measures approx. 72" x 54".

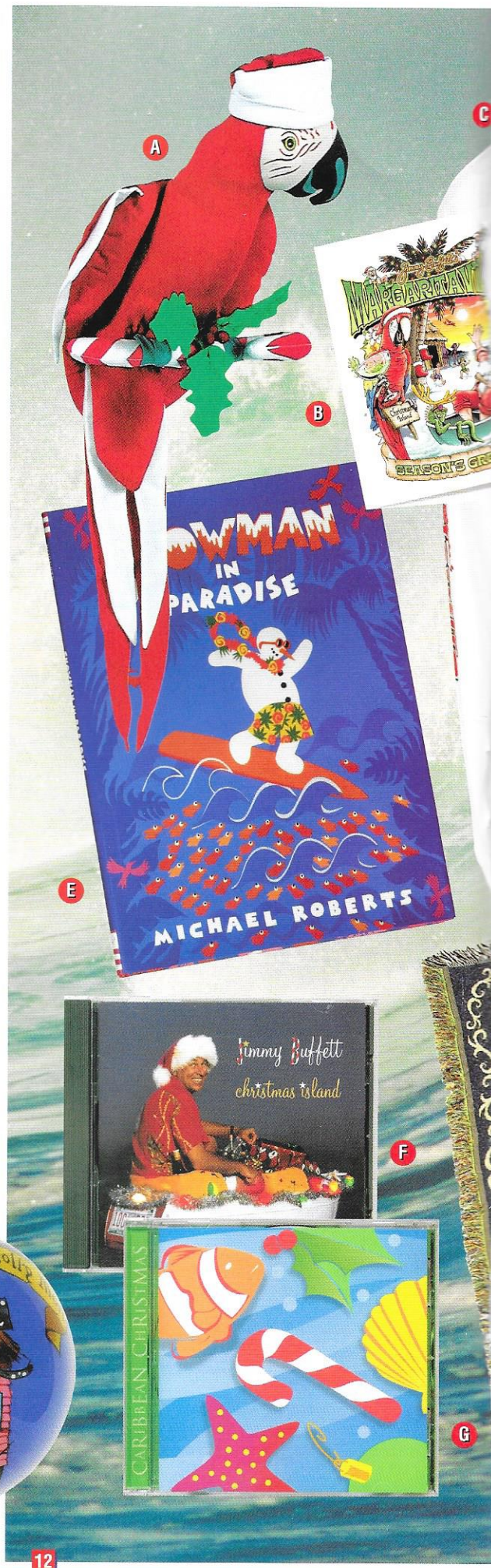
#14845 \$55.00

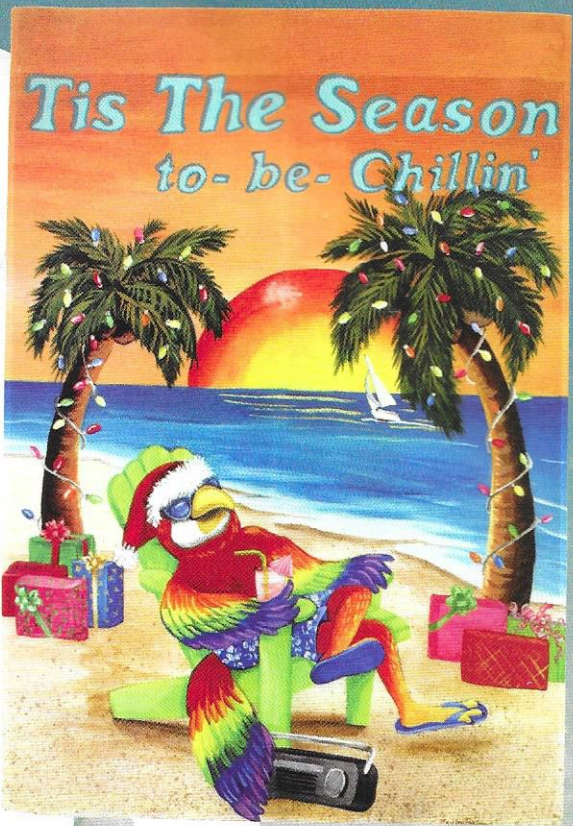
I 2005 Christmas Ornament

"'Tis the Season to be Jolly Mon."

Colorful glass bulb is 4" in diameter. Arrives packed in red storage box.

#14373 \$13.95



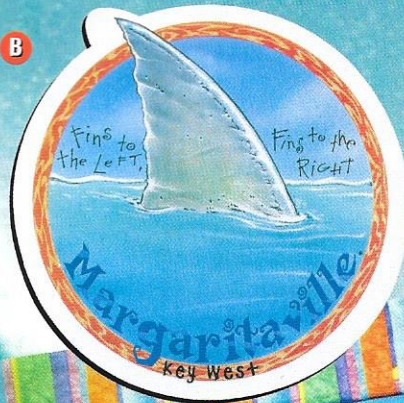
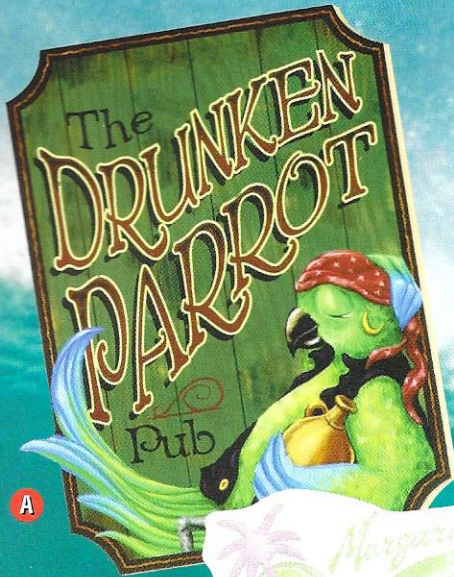


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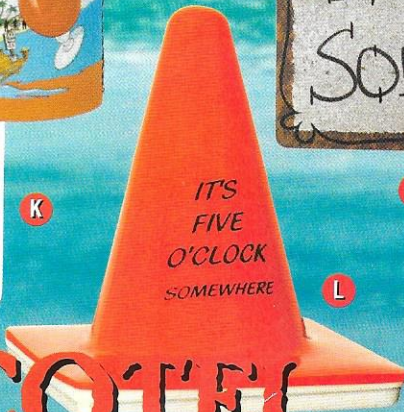


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No Shoes, No Shirt

No Prof



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- A Drunken Parrot Sign**
Wooden sign measures 8-1/2" x 6-1/2".
Mounting strip included.
#11795 \$29.95
- B PHins Mouse Pad**
Unique round mouse pad is 8" in diameter.
#14413 \$9.95
- C Parrot Head License Plate**
Modeled after official Florida Manatee plates.
"Margaritaville" printed along the top with
"Parrot Head" and "Save the Manatee" along
bottom. \$1.00 from sale is sent to "Save the
Manatee".
#1653 \$8.00
- D Parrot Head License Plate Frame**
Heavy duty metal frame fits over standard
license plates. "Key West" on top with "Parrot
Head" along bottom.
#1609 \$8.00
- E License To Chill Ice Scraper**
Sheepskin lined canvas mitt.
#2691 \$9.95
- F Splash Notepad**
Notepads measure approx. 5" x 3". Magnetic
backing secures pad for ease of use.
#5896 \$6.50
- G No Shirt, No Shoes, No Problem**
All weather polyester with permanently dyed
design. Machine washable and mildew &
stain resistant. Flag measures 28" x 40".
#14378 \$22.95
- H Five O'clock Somewhere Magnet**
Measures 6" x 6".
#14277 \$6.95
- I Five O'clock Somewhere Bottle Skin**
Neoprene with zipper.
#14204 \$7.95
- J Tropical Island Scene Beer Bucket**
Metal bucket to chill your favorite beverages.
Colorful wrap around scene. Measures
7-1/4" H with base diameter 6" and top 9".
#13675 \$15.00
- K License to Chill License Plate**
#13357 \$8.00
- L Krazy Cone**
Miniature plastic "Krazy Cone" printed with
"It's Five O'Clock Somewhere." Measures
approx 4 1/2". Perfect desktop accessory.
#14241 \$12.00
- M Five O'clock Somewhere Metal Sign**
Rectangle measures approx 7.5"W x 4"H.
#13063 \$12.95
- N Cell Phone Holder**
Tiny adjustable plastic chair stands about 4"
tall. Margaritaville logo printed on chair
cover. Can also be used for business cards.
#7629 \$4.95

A Pace of Life Sweatshirt

"I'd like to go Where the Pace of Life's Slow."
80/20 sweatshirt. Large colorful back print with left chest design on front. Charcoal Grey.
S #14939, M #14940, L #14941,
XL #14942 \$32.95 XXL #14943 \$33.95

B Margaritaville Hooded Sweatshirt

Pullover hooded sweatshirt, drawstring hood, front pouch pocket. 100% cotton, garment dyed / pigment washed, loose fit, band-ed waist and sleeve. Tone on tone print across chest and along both sleeves.
M #14501, L #14502, XL #14503 \$46.95
XXL #14504 \$47.95

C Seaplane Sweatshirt

80/20 crew neck sweat. Large airplane print on back, chest logo on front. Natural Stone.
M #14671, L #14672, XL #14673 \$29.95
XXL #14674 \$30.95

D Cheeseburger Fishing Lure

No fish will be able resist a Cheeseburger in Paradise. Fun tropical packaging, perfect for gift giving.
#14412 \$15.95

E Weather is Here... Coffee Mug

Molded wrap around design in bright colors.
#14882 \$8.95

F "Playin' Thru" Golf Towel

100% cotton golf towel with grommet and hook. Measures approx. 24" x 16".
#14300 \$19.95

G Parrot Golf Cover

"Playing a Round in Paradise." Plush parrot golf cover with Margaritaville embroidered down both sides.
#14225 \$11.95

H Floral Palm Tree Print Cap

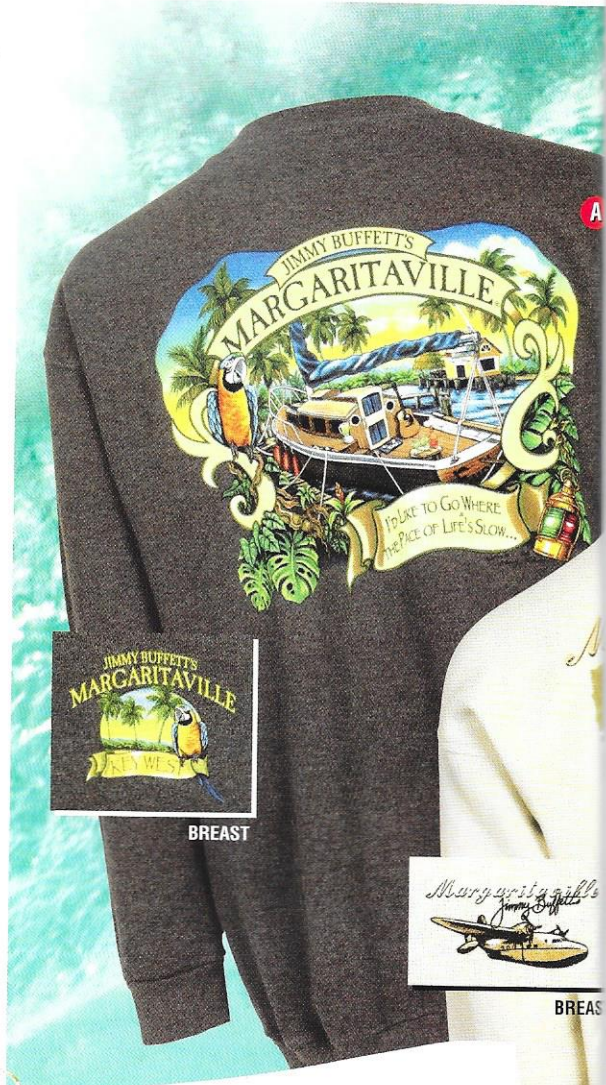
Six panel unstructured cap with front embroidery. 65% cotton/ 35% polyester. Washed Orange. Buckle with snap closure.
#14626 \$18.00

I Palm Tree Diamond Cap

Garment washed cotton twill unstructured six panel cap with self strap and slide buckle back closure. Burgundy.
#14951 \$18.00

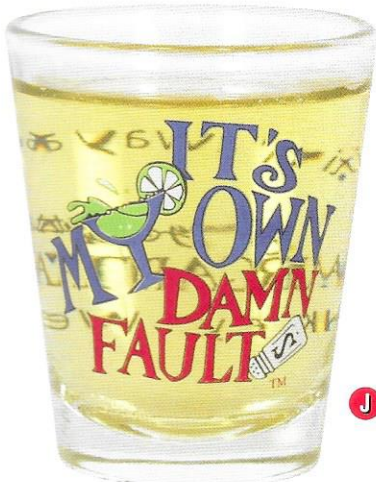
J It's My Own Damn Fault Shot Glass

2 oz. glass shot, two sided print.
#9773 \$5.00

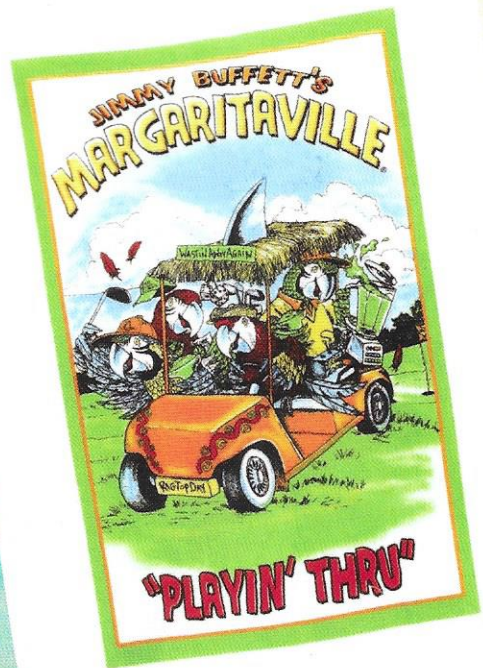


BREAST

BREAST



J



F



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A License to Spill Bib

Snap on bib with red trim accent.
#13744 \$9.95

B String-Alongs

Ten feet long and perfect for stringing along a fence, porch rail, Tiki Hut or anywhere you'd like to add a touch of whimsy and fun. Made of durable, weather-resistant nylon.
#14379 \$25.00

C Talking Pet Toy

Squeaking Parrot stands 6" tall.
#3262 \$8.95

D Robe & Bag Set

100% heavy terrycloth cotton with left front embroidery. 3/4 length sleeves, hibiscus print, triple-banded trim and sleeve, 2 pockets and matching belt. Includes 17" x 18" same print cotton carryall.
#14894 \$42.95

E Margarita Necklace & Earring Set

#14397 \$18.95

F Hibiscus Beach Bag

Canvas Beach Bag has velcro closure and key clip. Outside slit pocket with embroidery. Natural canvas bag with aqua hibiscus strap. Roomy enough for all your beach needs, measures approx. 20" x 16".
#14306 \$23.95

G Flip Flop Plaque

Painted metal flip flops and sunglasses sign measures 8" x 6" and comes with metal wire for mounting.
#14406 \$15.95

H The Parakeet Album-1995

Children from the W.O. Smith Music School perform Jimmy Buffett classics.
#2366 \$17.00

I 20th Anniversary Pin

Cloisonne-Enamel pin measures 1" x 1".
#13743 \$5.95

J Dog Snacks

No animal by-products, No artificial colors, preservatives, chemicals, or salt. Barkers Dozen, 13 biscuits.
#14279 \$5.95

K Switchplate


Brighten up your home or office or both with this colorful single switch plate.
#14419 \$ 5.95

L Silver Sandal Toe Ring

#14462 \$13.95

M Solid Sterling Silver Bracelet

Flip Flop closure. Measures 7.25".
#14461 \$39.95



August 24, 2005. A small as yet unnamed tropical storm formed over the central Bahamas, threatened to gain strength and perhaps disrupt an otherwise uneventful August weekend in south FLA. Key Westers went to work Friday morning bracing for a damp day in paradise, and hoping the best for our peninsular pals in Miami and Ft Lauderdale while the squall, now named Katrina, made landfall. The storm made an unexpected SW turn and settled over the lower Florida keys like a fat man at an all-you-can-eat, forcing margaritians to run for cover and dumping 10 inches of rain on our unsuspecting rock still scrubbing up after Hurricane Dennis. But we had nothing to complain about.

The storm then headed north, developed into a Category 5 hurricane - the third most powerful in recorded history - and slammed into the gulf coast destroying seaside towns across 85 miles in 3 states. Gulf Port, Biloxi, Pascagoula...all leveled. New Orleans... Anyone within earshot of a radio or television knows the story.

Margaritaville immediately went into action. Meetings arranged with our sister stores in Charleston and Orlando, phone calls, text messages and web sites set up to locate store and cafe employees. Alliances were made with the American Red Cross and other relief organizations to aid in and assist in recovery efforts. New Orleans Margaritians drove their cars, rode a bus and in one extreme case were airlifted off a roof to safety. Several have returned to salvage what they could, gaining a new perspective on what is truly valuable. Simple possessions take on a different appearance, not only under a foot of toxic sludge but when viewed alongside friends and family. The French Quarter was largely spared. The Margaritaville Store & Cafe are dry. Plans are being made to reopen. The spirit of New Orleans survives, the joie de vivre will get them through.

As this was being written the effects of another hurricane, Rita, are being felt in the Crescent City. The levee has broken again. Je me souviens.

je me souviens

Excerpted from the Coconut Telegraph, Volume 8 #6, and from an interview with A&E.

Jimmy has long and strong ties to the Crescent City. His first public performance took place on Bourbon Street... literally, on Bourbon Street, and many of his favorite haunts are mentioned in Tales From Margaritaville. It seemed like a natural second location for Margaritaville. "... before I ever sat foot in Key West, Florida, I had cut my teeth on gumbo and Benny Spellman on Ursuline Street, right around the corner from where [the store] is now located."

Jimmy kept an apartment in New Orleans for years, contributes to the New Orleans Adolescent Children's Hospital, participated in the New Orleans Artists Against Hunger & Homelessness along with Ed Bradley, Rita Coolidge and the Neville Brothers, and performs regularly at New Orleans's Jazz Fest. In fact, Jimmy was a Saturday Main Event act this year; on a day marked by record-breaking attendance of 135,000. "I started here when I was about 18. It was my first real job. I went to school in Mississippi, 'cause it was such a close commute to New Orleans. And I started when I was 18 on Bourbon Street in a place called the Bayou Room. And I think it was all Elvis' fault. 'Cause I remember the scene from King Creole when Elvis comes down Bourbon Street and the crawfish lady's singing. I knew at that point I wanted to go to New Orleans and I wanted to sing and live in New Orleans. And strangely enough it all wound up that way. I came here in 1966 the first time and have continued to play music here ever since. But a lot of people don't know that I spent about four years working around here on Bourbon Street. Everything from a barker to a musician." In 1983 Jimmy served as the King of Krewe of Clones, a parade held by the Contemporary Art Museum from 1981 to 1984. This parade was held a week prior to Mardi Gras, and we're told quite cleverly put together. Certain unspeakables took place which were appropriate for the time, but in this age over sensitivity would probably be frowned upon. "My grandfather was a captain on a steamship and we'd come over here as kids and meet his ship. I was eight or nine years old, and those were my biggest memories. I think that's why I think of New Orleans as the northern edge of the Caribbean, because his ship was always leaving from here and going to exotic sounding places like Buenos Aires, Rio de Janeiro. So I equated New Orleans with that world, and it was a gateway out. I came here and started musically which was my gateway out to the world. And it's a place I always come back to."

The Margaritaville Cafe & Storyville Tavern share the same building, with one entrance around the corner on Decatur Street, and massive open air doors on the French Market side. The site of early mass Parrot Head gatherings, the New Orleans Cafe offers a large dining area, theme rooms for private parties, live music daily in the Storyville Tavern and one of the largest balconies in the French Quarter. Extensive renovations and a May Jazz Fest appearance by Jimmy helped put the New Orleans Cafe high on the list of places to see and be seen in the French Quarter. "...New Orleans is the only city in America that has a European feel to it to me, as much traveling as I have done. And I love that fact that you have the sort of cultural abnormalities sitting in the middle of the most redneck area of the country. I think that's what appeals to me about New Orleans more than anything is the fact that when I ran away from home most of the people I knew went to Memphis, or Atlanta, or New York, got straight jobs. But I never had any doubt in my mind that I wanted to run away to New Orleans and do something wierd."

Parrot Heads were given a rare treat this summer, a break from the ordinary in the guise of a slight, spiky-haired surfer from the far Pacific packing a ukulele and a big wave full of talent. I met the soft spoken surfer in Jimmy's trailer on the set of the movie *Hoot* in Ft Lauderdale. Why Jimmy has a trailer on a movie set will be discussed later. I was surprised that the Big Guy wanted me to meet a ukulele player. I was even more surprised to hear said ukulele players rendition of "While My Guitar Gently Weeps" and totally shocked when I read his biography.

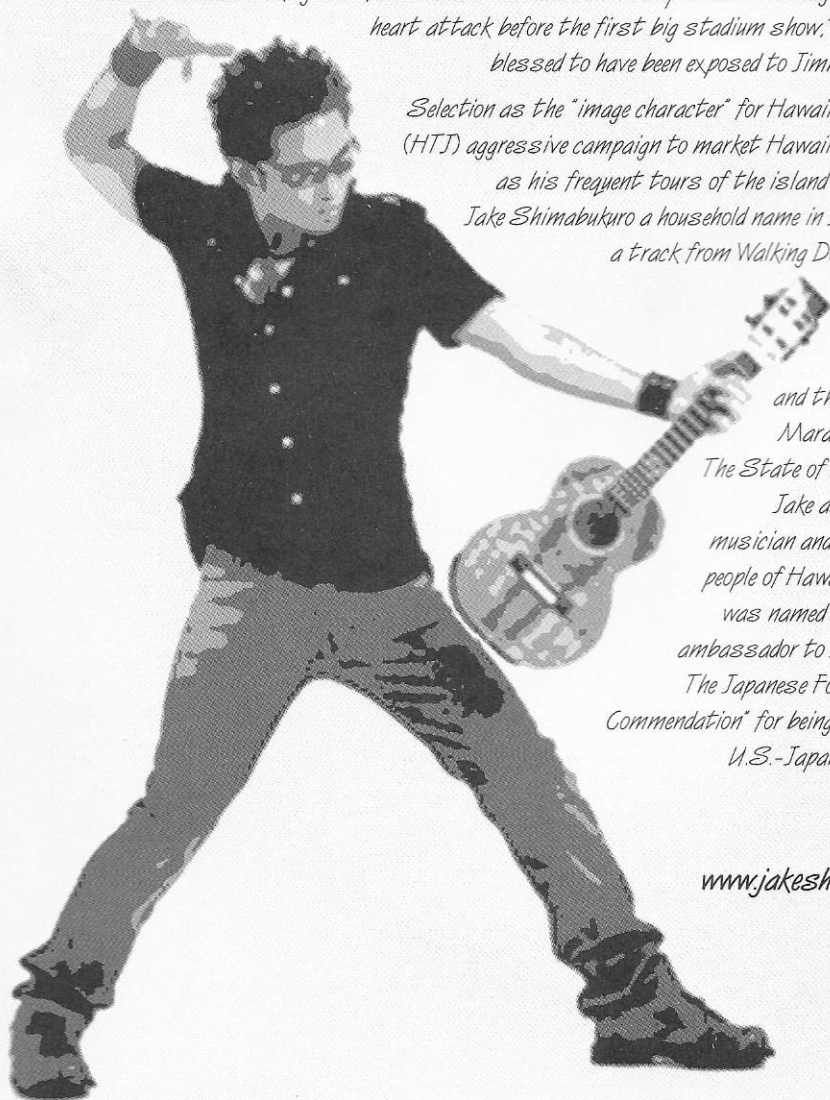
For the third year in a row, Jake Shimabukuro was awarded the Best Instrumental Album of the Year at Hawaii's Na Hoku Hanohano Award. No other artist has won this category three years in a row. This is truly an amazing accomplishment, but then again Jake is a truly amazing musician and songwriter. The 28-year-old virtuoso shatters musical boundaries. Not only does he play styles previously "taboo" on the four-string, two-octave instrument, but also he is creating music never before thought possible. While Jake has great respect and love for traditional Hawaiian ukulele music, his mission is to show everyone that the ukulele is capable of so much more. Jake views the ukulele as an "untapped source of music with unlimited potential." His ever-expanding repertoire includes jazz, blues, funk, classical, bluegrass, folk, flamenco, and rock. Countless hours of practicing, three award-winning solo albums and two music DVDs later, Jake continues to strum, pluck, distort, and tap into the uke's potential

Jake was en route to Nashville to record with Mac McAnally and stopped by to meet with Jimmy. He had performed with Jimmy and The Coral Reefers at the Waikiki Shell show in April, and was invited to play at several concerts during the summer, where he thrilled the crowds with a stirring rendition of the National Anthem. Jake is "A true showman, his performances captivate audiences with intricate strumming and plucking techniques, electrifying, high-energy grooves and smooth, melodic ballads evoking heartfelt emotion." He is also brutally honest. "I thought I was having a heart attack before the first big stadium show," he said. "I am so blessed to have been exposed to Jimmy and his fans."

Selection as the "image character" for Hawaii Tourism Japan's (HTJ) aggressive campaign to market Hawaii to Japan, as well as his frequent tours of the island nation, have made Jake Shimabukuro a household name in Japan. "Rainbow," a track from *Walking Down Rainhill*, was

also selected as HTJ's commercial song and the official Honolulu Marathon theme song. The State of Hawaii recognizes Jake as an outstanding musician and role model for the people of Hawaii. In 2004 Jake was named Hawaii's goodwill ambassador to Japan and received The Japanese Foreign Minister's Commendation for being an active voice in U.S.-Japan relations at the grassroots level.

Please visit
www.jakeshimabukuro.com



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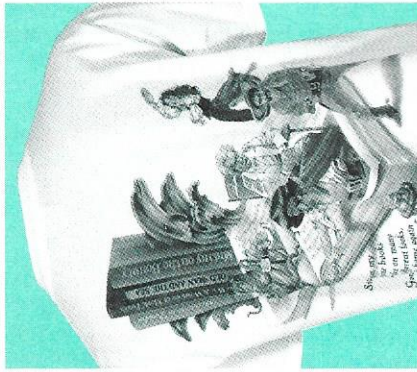
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