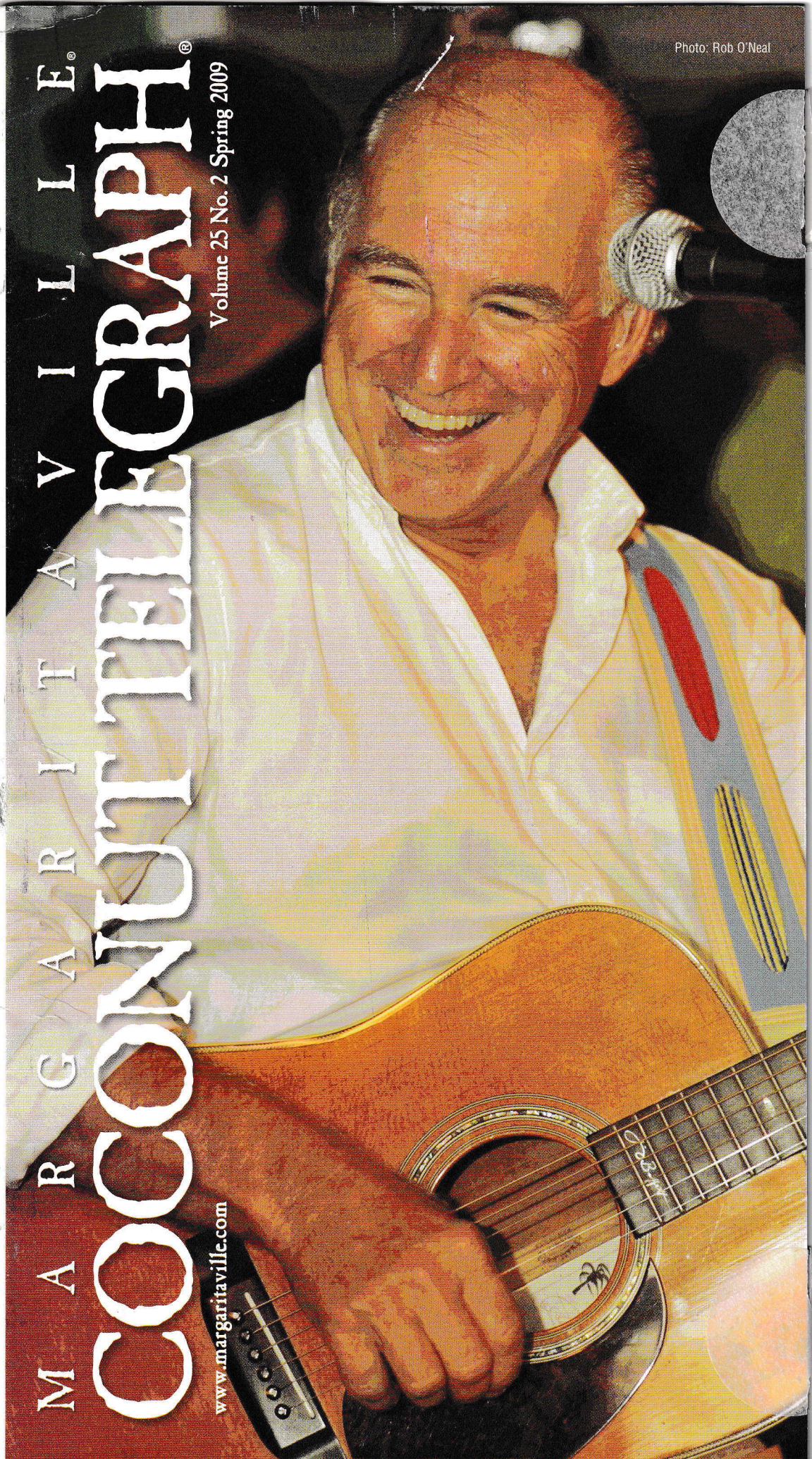


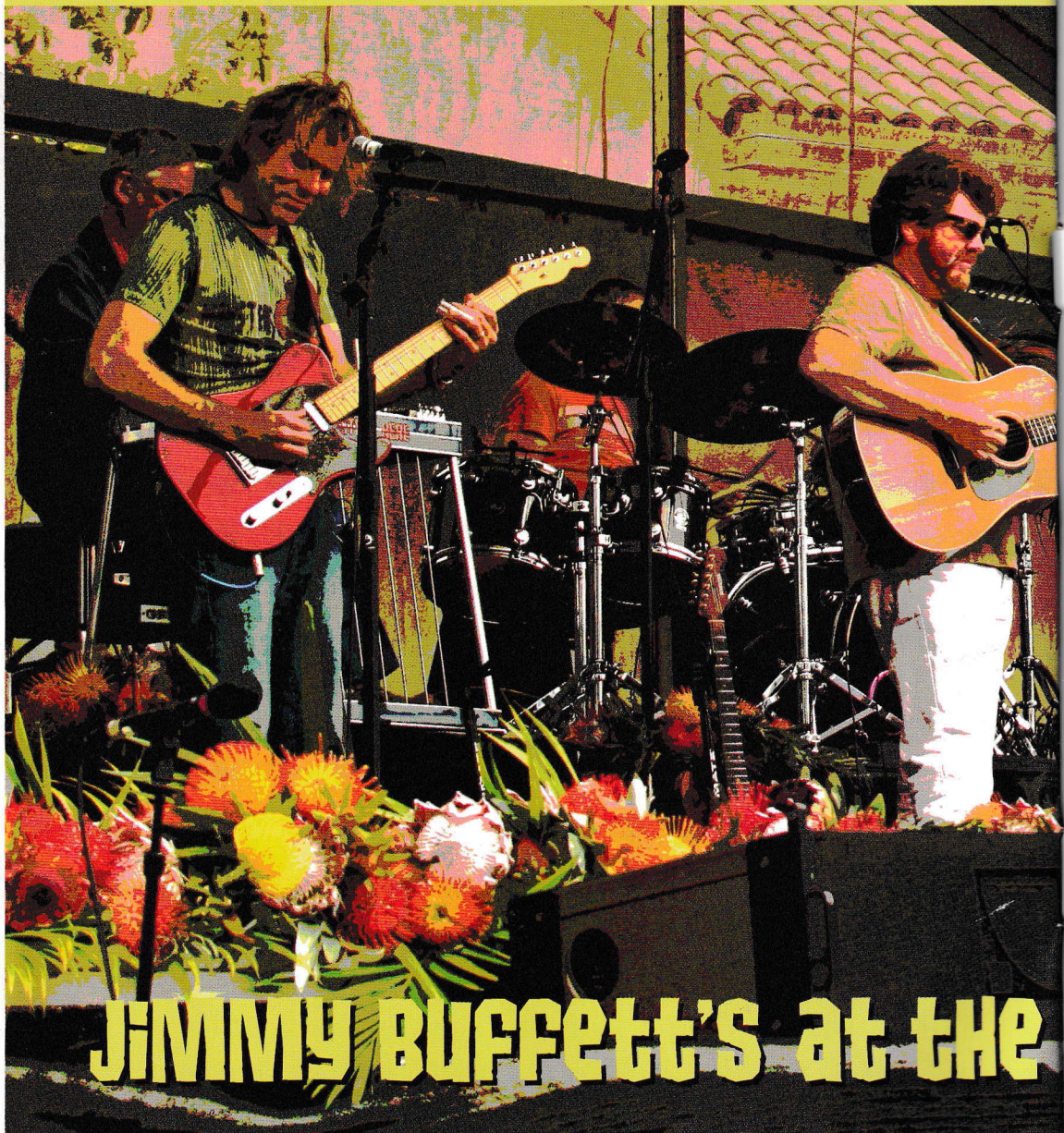
M A R G A R I T A V I L L E
COCONUT TELEGRAPH®

www.margaritaville.com

Volume 25 No. 2 Spring 2009

Photo: Rob O'Neal





JIMMY BUFFETT'S at the

**JIMMY BUFFETT'S NEWEST DESTINATION
INTRODUCES A "LEI'D BACK" ISLAND LIFESTYLE
WITH GREAT FOOD, LIVE ENTERTAINMENT AND
THE HAWAIIAN SURFING MUSEUM.**

Photo: Kibru Senbetta

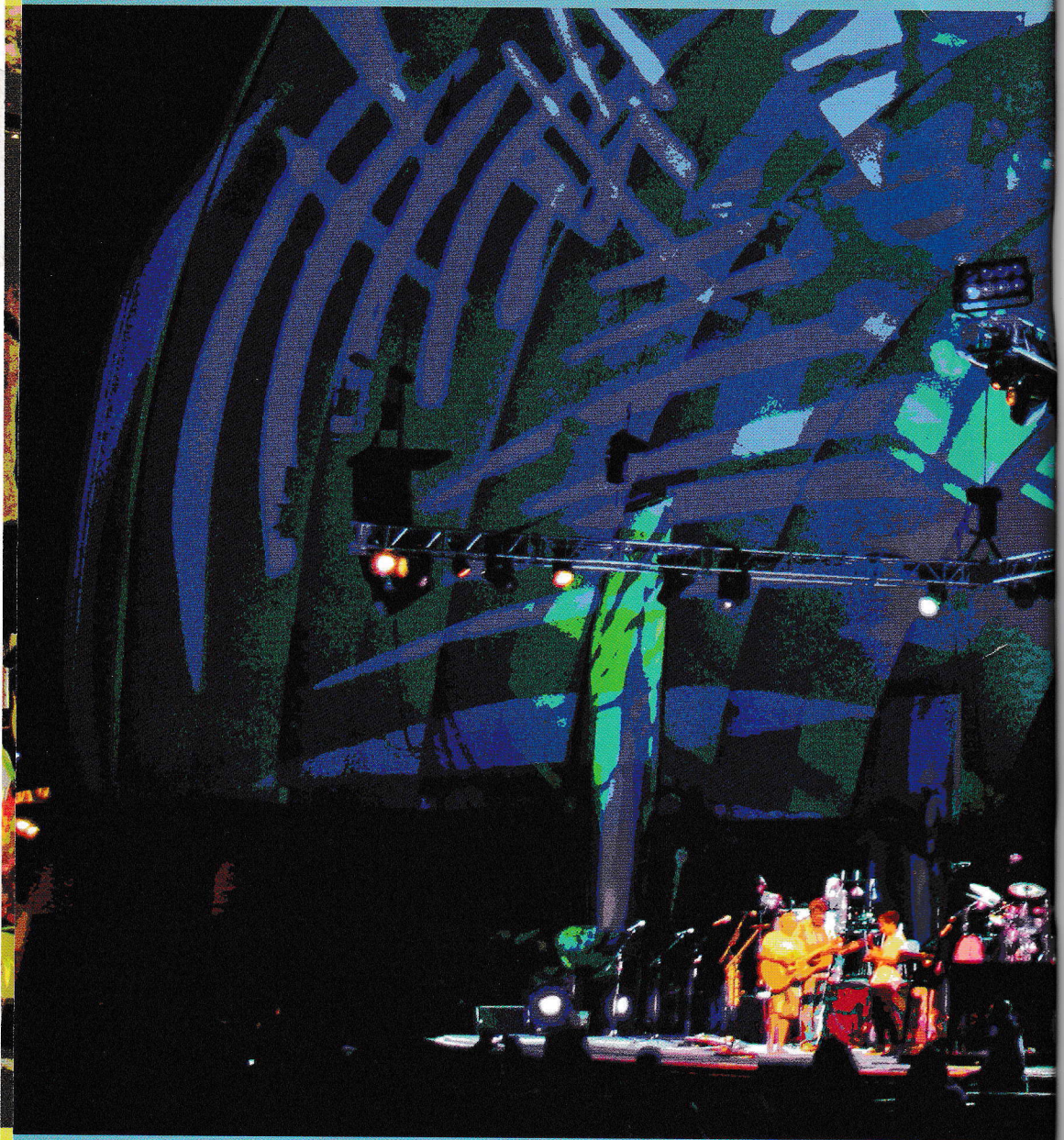


BEACHCOMBER NOW OPEN!



A celebration and traditional Hawaiian blessing marked the grand opening of Jimmy Buffett's at the Beachcomber in Waikiki on February 2, 2009. Reporting for Hawaii NBC affiliate KHNL, Leland Kim writes, The grand opening and a traditional Hawaiian blessing took place Monday morning at the Ohana Beachcomber Hotel in Waikiki. The 500 seat newly renovated restaurant celebrates the unique aspects of island lifestyle.

"Our brand really speaks to escapism and Waikiki really speaks to escapism," said Dan Leonard, president and chief operating officer of Margaritaville Management Group. "So there's kind of a nice marriage right there. Come to Waikiki to escape, to enjoy the beaches, the beautiful land, everything that has to do with it, and that's what our restaurant speaks to." Some of the unique touches include a molten lava table at the bar. The restaurant is part of the hotel's \$21 million renovation project. There will be live music every night featuring local musicians.



The restaurant celebrates the adventurous lifestyle of Jimmy Buffett and the captivating natural wonders of Hawaii. Local residents and travelers alike are welcome to carve out their own island adventure in our family friendly restaurant. Sip margaritas, Mai Tai's or signature Boat Drinks on the open-air Lanai, in the "Hot Spot Bar," a dramatic homage to the molten lava formation of the Hawaiian Islands; or kick back in one of the Ocean Wave booths inspired by the towering waves found on Oahu's North Shore. Each spot is a great place for you and your party to relax and dine from a tasty menu of regional cuisine, fresh seafood, steaks, burgers and chef's specialties.



Photo: Kibru Senbetta

Looking for some nighttime fun? Jimmy Buffett's at the Beachcomber has live nightly entertainment where local celebrity musicians and up-and-coming talents take the stage where the late Don Ho used to play. Cutting-edge technologies create images of majestic mountains, crashing waves, and beautiful outdoor sunsets bringing the outdoors inside—an effect rivaled only by the bona-fide beauty of Waikiki Beach.

Aloha...

From the first time I rode a wave at Canoes on Waikiki I began to figure out how I could get back to Hawaii on a more regular basis to that One Particular Harbour. I'm not the first nor will I be the last traveler to do so, but now with the partnership of the great folks at Outrigger Hotels, I have realized my dream. I have had a long love affair with Hawaii and her people. Mark Twain called these "the loveliest fleet of islands anchored in any ocean" and I couldn't agree more. I have written many stories and songs inspired by my time in Hawaii and can't wait to see what the future holds in the land that is so far but yet so near.

Mahalo, Jimmy Buffett

NEXT ISSUE: *The Honolulu Surfing Museum, a celebration of the "royal sport" of surfing. You will enjoy checking out the premier collection of surfing artifacts, videos and surf-inspired items from Hawaii and around the world. Bring some friends and hang out a while, there's a bar in the museum so you can take in the beauty and history of the surfing culture while sipping on a Mai Tai or ice-cold beer*

A LOT TO DRINK ABOUT

On any given Thursday night in Key West, the spirited staff from Margaritaville don their domestic caps and assume the laid-back lifestyle that our island is known for; walking the beach, applauding the sunset, lounging poolside or in my case, hoping to hell I don't fall out of the hammock as I doze off... again.

But last Thursday was different, last Thursday was better, last Thursday the sun set a little slower, last Thursday Jimmy Buffett was in town.

We got the word on Wednesday and even though we were sworn to secrecy, by 8PM the following evening a throng of locals were choking the 500 block of Duval. I'm not sure how they all knew because I told my friends not to tell anyone. But no worries, this time there was a list, a VIP list I suppose you could say and we were all on it. This time Jimmy saw to it that the employees were in first, seated first, and had a drink in hand... first. Of course we had to pay for the drink(s) but being on the list is, at the risk of sounding cliché, priceless.

Jimmy had spent the week in CMA Musician of the Year Mac McAnally's Muscle Shoals recording studio working on new songs. The current state of the country prompted our troubled troubadour to take pen in hand and give his spin on the state of the union, noting in particular that we "have a lot to *drink* about." And since drinking was involved, what better place than Key West to premier the new song.

Key West's current living legend embodies the spirit of our islands infamous forerunners in the guise of shipwreck salvors, road weary writers and bar owners; it's safe to say that best-selling author Jimmy Buffett has certainly found treasure in Margaritaville. So he and Mac came into town on Lincoln's Birthday to share the new song, spend some time with old friends and favor the Margaritaville crew with Key West classics, the songs *we* know by heart.

Tryin' to reason with hurricane season while reminiscing over lost landmarks and cousins who've crossed over, Jimmy took us all on a nostalgia trip that I for one, at times, wish was one-way. The past is so pleasant, the memories so malleable, *the beer is too cold the daiquiris too fruitful...* but I digress. Jimmy played the good old songs for over an hour, recorded a video of "A Lot to Drink About" that is probably already on youtube, gave a heartfelt thanks to partners and supporters and then told the staff, "...you don't have to go to work tomorrow!"

The economy is in a bad way, my 401(K) took a hit, and the ATM machine down the street kept my card, but this is one night that I can truly say that it pays to work at Margaritaville. So despite Jimmy's verbal permission slip and the protestations of the morning shift, Friday morning its business as usual. And in our case, usual is pretty special.

See A Lot To Drink About video at

www.margaritaville.com

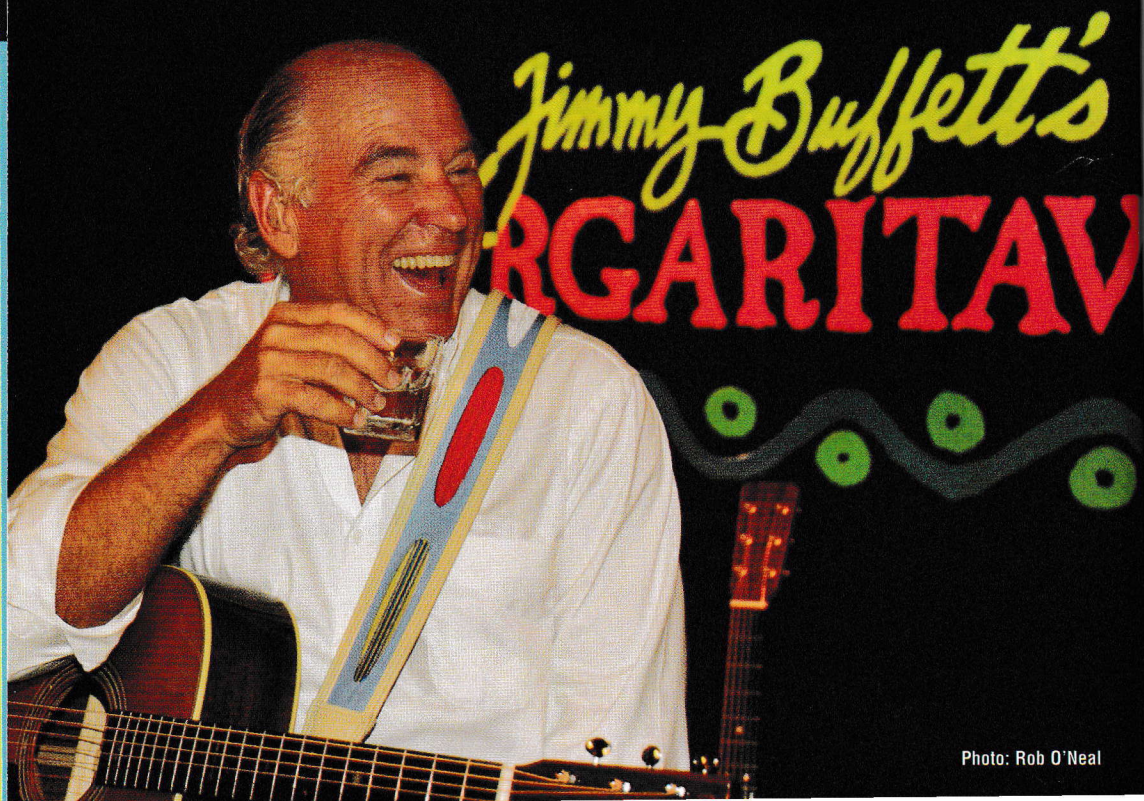


Photo: Rob O'Neal

Jimmy Buffett's MARGARITAVILLE[®]

S·T·O·R·E



Caribbean Amphibian Surf T'
100% cotton t-shirt. Vanilla.
M #42309, L #42310, XL #42311 \$22.95
XXL #42312 \$23.95

Mens Tropical Board Shorts
"License to Chill" bathing suit/shorts. 100% polyester shorts with elastic side waistband, velcro opening with tie. Front side pockets, and 1 back pocket. License to Chill screenprint. Mesh lining. Generous cut.
S(32") #40502, M(36") #40503,
L(38") #40504, XL(42") #40505 \$39.95
XXL(46") #40506 \$40.95



LEFT CHEST



Ladies Palm Tree Board Shorts
100% polyester board shorts. Palm Trees and vertical "Margaritaville" screenprint, 2 snap fly with drawstring, and pocket with velcro closure.
XS(4) #41410, S(6) #41411, M(8) #41412,
L(10) #41413, XL(12) #41414 \$38.95

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

A One Particular Harbour T'

"And There's That One Particular Harbour..."
Wasabi Green.

S #42313, M #42314, L #42315,
XL #42316 \$21.95 XXL #42317 \$22.95

B It's Five O'Clock Somewhere T'

"Pour me Something Tall & Strong"
Front design. Charcoal Grey.

M #42188, L #42189, XL #42190 \$21.95
XXL #42191 \$22.95

C A Salty Piece of Land T'

Slightly distressed. Sage Green

S #42299, M #42300, L #42301,
XL #42302 \$22.95 XXL #42303 \$23.95

D Changes/Sailboat T'

"Changes in Latitudes, Changes in Attitudes"
Distressed print. Harbor Blue.

S #42334, M #42335, L #42336,
XL #42337 \$21.95 XXL #42338 \$22.95

E Parrot Head Club T'

Garment dyed, Blue

S #42386, M #42387, L #42388, XL #42389
\$22.95 XXL #42390 \$23.95

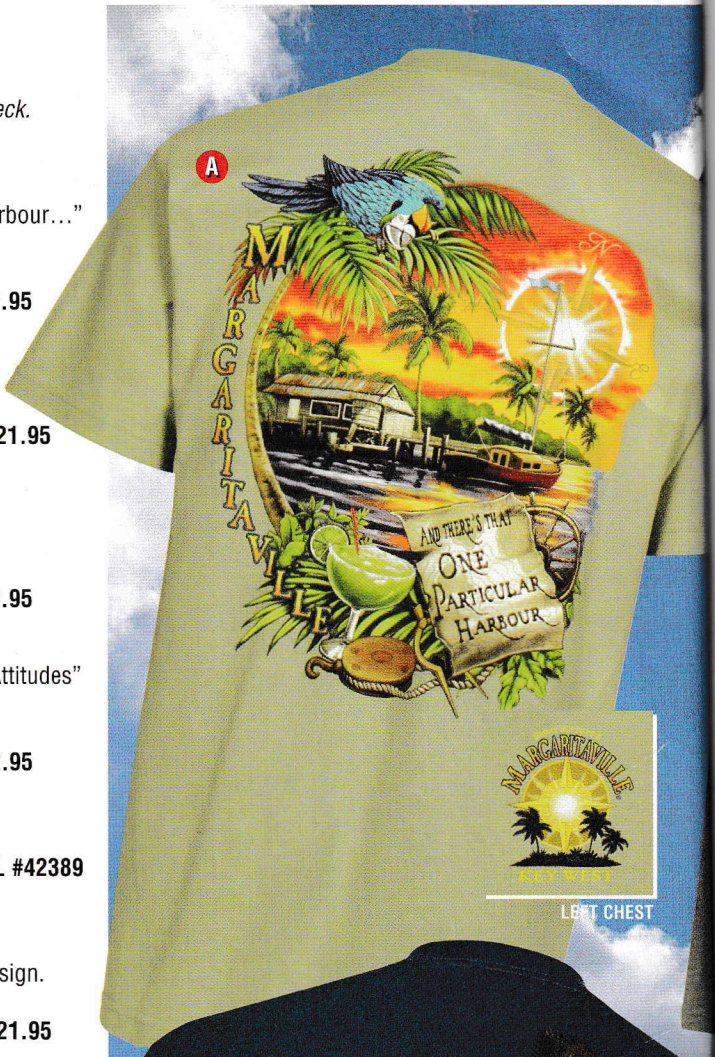
F Destination T'

Republic of Margaritaville Stamp Design.
Front design. Mustard.

M #42354, L #42355, XL #42356 \$21.95
XXL #42357 \$22.95

G JB Cap

6-panel Brown cap with embroidered raw
edge patch stitched to front, adjustable belt
buckle back closure. Distressed bill, Key
West embroidered on left side.
#31049 \$18.00



LEFT CHEST



LEFT CHEST



G



B

It's 5 o'clock Somewhere!
MARGARITAVILLE
Pour Me Something Tall & Strong
KEY WEST

C

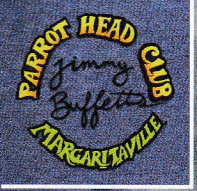
A Salty Piece of Land
MARGARITAVILLE
Key West



LEFT CHEST

E

Jimmy Buffett
PARROT HEAD CLUB
MARGARITAVILLE
KEY WEST



LEFT CHEST

F

10c
JIMMY BUFFETT'S MARGARITAVILLE
EST. 1985
KEY WEST FLORIDA
REPUBLIC OF MARGARITAVILLE

1-800-COCOTEL

1-800-262-6835



A



LEFT CHEST

B



LEFT CHEST



E



F

margaritavillestore.com



A Still Green T'

"Still Green After All These Years"
 Environmentally friendly ink printed on certified 100% organic cotton garment.
S #42260, M #42261, L #42262, XL #42263 \$22.95 XXL #42264 \$23.95

B Livin' On Island Time T'

100% cotton Tank Top. White.
S #31023, M #31024, L #31025, XL #31026 \$18.95 XXL #31027 \$19.95

C Margarita Bottle Topper

Margarita shaped bottle topper with "Wastin' Away printed along base. Individually boxed. Box reads on back, "I'm gonna teach him how to fuss, teach him how to cuss, and pull the cork out of a bottle of wine..." Measures approximately 1.75"
#17053 \$6.00

D 5 O'Clock Shot Glass

Ceramic shot glass with wrap around 3-D design. Measures 4" H, approximately 2" diameter. Packaged in a great decorative box, ready for gift giving. Front & Back Displayed.
#41210 \$9.95

E Acrylic Pilsner Glassware Set

5 O'Clock Somewhere design. Measures 9" H. Set of 4 assorted colors.
#4239 \$24.95

F Margaritaville Coffee Mug

"Livin' Life on Brews Control" Ceramic. 15 oz.
#17000 \$9.00

G Pfins Apron

Colorful, Fins Up shaped Apron. "tastin' away again in paradise" printed on adjustable neck strap and waist ties. 100% cotton. 22" W at base, 32" total length. Make grilling fun, perfect for tail gate parties!
#41858 \$18.95

H Pfins Salt & Pepper Set

Separate "Cheeseburger in Paradise" shaker fits inside Pfins shaker. Measures 6" high, base diameter 3" x 3.5". Cheeseburger shaker measures 2.5" x 2.5". Shipped in decorative gift box.
#41844 \$16.95

A Pirate Looks at 50 Bandana

Pre-formed bandana with back tie. One size fits all. "A Pirate Looks At 50" with our rendition of the skull and crossbones embroidered on front panel. Great for under helmets, beach wear, or bad hair days!

#5307 \$13.00

B Margaritaville Fishing Polo – ON SALE

Distressed left chest screen print. Pigment direct-dyed lightweight jersey polo shirt. 100% ring-spun cotton, 4 button placket, loose band sleeves and split tail. Indigo Blue.

S #41675, M #41676, L #41677, XL #41678

WAS \$38.95 NOW \$25.95

XXL #41679 WAS \$39.95 NOW \$26.95

C Flip Flop Camp Shirt

Camp shirt features lyrics "Blew Out My Flip Flop" and "Stepped on a Pop Top" Available in a tropical Ocean Blue. 100% cotton shirt with slit left chest pocket and side split tail.

S #41396, M #41397, L #41398,

XL #41399 \$55.95 XXL #41400 \$56.95

D 5 O'Clock Picture Frame

Margaritaville 3-D resin picture frame fits a 4" x 6" photo. Shipped in decorative gift box.

#41208 \$18.95

E Cheeseburger Golf Cover

"Playing a Round in Paradise" Cheeseburger in Paradise embroidered on a plush Cheeseburger. 16" length.

#41324 \$18.00

F Margaritaville Mutt Dog Collars

"Margaritaville Mutt Key West". Adjustable. Plastic Snap Closure.

X-Small 5-10 lbs., 6-12" #7814 \$14.00

Small 10-30 lbs., 9-15" #1053 \$15.00

Medium 25-50 lbs., 14-20" #1054 \$17.00

Large 45-100 lbs., 15-24" #1055 \$19.00

X-Large 60-160 lbs., 22-30" #1056 \$19.00

Also available

Margaritaville Cat Collars

"Margaritaville Cat Key West". Velcro closure.

Small 10.5" #41103 \$12.00

Average 12" #41104 \$12.00

Large 13" #41105 \$12.00

Fat Cat 14" #41106 \$12.00

G No Trespasser's Sign

Popular "Trespassers Will Be Offered A Shot". Now on a resin sign, great for any bar area. Total measurement: 13" H x 10" W.

#42110 \$34.95

H 5 O'Clock Somewhere Bandana

22" square bandana with 18" imprint area. Natural background. Great for Parrot Heads and Margaritaville Mutts!

#41329 WAS \$9.95 NOW \$7.95





D

E

TOP VIEW

H

G

1-800-COCOTEL

1-800-262-6835

7

Lyrical Flower T'

100% cotton fitted "junior cut" ladies tee. Background is Margaritaville song lyrics in metallic lettering and graffiti style writing featuring key lyrics. "Margaritaville" logo is in felt lettering. Mango.

S #41696, M #41697, L #41698,
XL #41699 \$22.95 XXL #41700 \$23.95



5 O'Clock Somewhere Hibiscus T'

Ladies 100% cotton full cut t'shirt. Back print measures 5", placed between shoulder blades. Turquoise Blue.

S #42380, M #42381, L #42382,
XL #42383 \$22.95 XXL #42384 \$23.95



CENTER BACK



Margaritaville "Foil" T'

Distressed foil print on ladies contour fit t'shirt. Front design with co-ordinating back print running the length of the hem. Brown.

S #42326, M #42327, L #42328,
XL #42329 \$22.95

BACK



WARRIOR CHALLENGE

SOLDIER STATE



AIG
Wounded Warrior Project
Soldier State Ride

Photo: Stephen Blackwell

SOLDIER RIDE SUNSHINE STATE CHALLENGE

Wounded Warrior is a nonprofit organization devoted to raising public awareness and support for soldiers severely injured in the current military conflicts around the world. Jimmy performed at a benefit concert for the organization several years ago and turned us on to their cause. Wounded warriors made their annual stop in Key West on Saturday, January 17 cycling down Duval Street past a throng of sign bearing, flag-waving Margaritians and local supporters.

Soldiers and volunteers were met with lengthy cheers and salutes from a Key West crowd anxiously assembled at Memorial Park in Truman Annex. The City of Key West recognizes the importance of the maritime industry in the area and has granted the USS Mohawk CGC Memorial Museum a slip at Memorial Park. This is a prestigious location for the floating ships that can be viewed from water and land, offering an enticement for locals and visitors alike to come onboard.

Local dignitaries, introduced by MCPO Lloyd Pierce welcomed the tired two-day tourists with plaques and pronouncements thanking them for their obvious sacrifices. Emotions ran surprisingly high among the grateful group, due not to the military or mayoral speeches, but rather in response to the young men and women seated on bicycles before us. Those bound to a code to "take the hit" so we don't have to. Soldiers driven not by politics, oil policy or religious convictions, but by the age old desire to serve. But they were not here for pity or reward, they were here for the same reason all visitors come to the Keys - to take a break from their lives and enjoy themselves.

A wide variety of bars and attractions offered their services to the gallant group, who took full advantage of the welcome, the weather and the wonderment that Key West has to offer - from fishing and sailing, beers and burgers, to Diva's and Drag Queens. We met up with the gang at the Margaritaville Cafe later that afternoon to meet with the soldiers on a more personal level, got to know some of their stories and their hopes and wishes for the future.

Former professional cyclist Saul Raisin joined the wounded veterans on this ride. Saul suffered a traumatic brain injury **TBI** in an accident during a race leading up to his first Tour de France. Saul is committed to raise awareness and hope for victims of TBI, considered to be the signature wound from the conflicts in Iraq and Afghanistan.

Another surprise guest joined the band of brothers Sunday morning. Jimmy Buffett passed the security checkpoint and shared breakfast with the group, bouncing from table to table like a groom at a wedding, posing for pictures and wearing out his Sharpie.

Volunteers told us how therapeutic this trip had been, that many of the men had not been so animated or alive in months. We are so proud to have been a part of it, so pleased that many others in town were involved, and so appreciative of the Soldier Ride organization for sharing their cause.



Wounded Warrior's Conquer Keys Bridge

Photo: Stephen Blackwell



Margaritaville Welcomes Soldier Ride

Photo: Curt Richter



Jimmy shares a meal and a moment

Photo: Stephen Blackwell

Parrothead

THKYOU

South Carolina



SOUTH CAROLINA PARROTHEAD PLATE

The Parrothead plate is available to the general public and has no special requirements for acquiring the plate. Proceeds from the plate will be used to support the Palmetto Chapter of the Alzheimer's Association and the Upstate SC Chapter of the Alzheimer's Association.



The design was submitted by Nancy Blauers, an artist whose works have graced the pages and products of the Coconut Telegraph for decades.

Nancy is the Senior Artist with Margaritaville Merchandising, where she greatly enjoys creating designs depicting the Margaritaville lifestyle for products such as dimensional sculptures, camp shirts and tee shirts for the Margaritaville stores.

www.blauersart.com

MARGARITAVILLE
The Coconut Telegraph
PO Box 1459
Key West, FL 33041

1-800-COCOTELE

Visit our web site @ www.margaritaville.com

Jimmy Buffett's Margaritaville Store, 500 Duval Street, Old Town Key West

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Gaining On Green

The Key West Tropical Forest & Botanical Garden is the only "frost-free" botanical garden in the continental United States. A tropical environment with ample rain allows most trees to retain their leaves in the dry season (December through late May). It is home to many endangered and threatened flora and fauna. Tropical forests of the world hold at least half of all the variety of life on Earth. Moreover, the species found with the Caribbean are among the richest in plant and animal life on the planet.

The Margaritaville Store is proud to donate \$1.00 from the sale of this T-shirt and pleased to participate in this effort. Please see page 5 for ordering information.



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