

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

VOLUME 26 No. 2 SPRING 2010

WWW.MARGARITAVILLE.COM





RADIO
MARGARITA

WWW.RADIOMARGARITA.COM

SUMMERZCOOL IS OUT

2009's Summerzcool Tour ended appropriately in Ft. Lauderdale, FL, the spring break capital of the world. Well perhaps Panama City has an opinion on that, but if we've learned anything in this session of Summerzcool it's that facts can be fun, but fiction is PHunner - a summer tour in February for example.

2010's record breaking cold February in south Florida dampened tailgaters drinks but not their spirits. My Spanish speaking cabbie and I wove our way through the colorful tents on the Bank Atlantic Center parking lot searching for the backstage entrance. A precious perk, I feel like Ray Liotta in **Goodfellas** winding my through the kitchen to get the best table up in front. I was quickly brought back to reality by the production staff shouting at my Spanish speaking cabbie whose van was blocking Jimmy's entrance - I

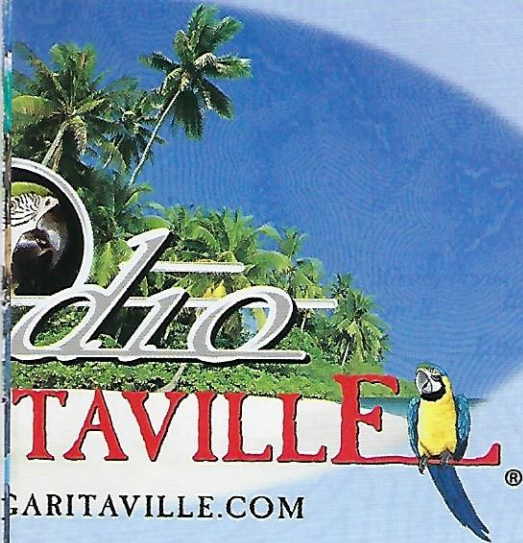
didn't have to translate.

Sound check is always entertaining. Jimmy and the Reefers are at their loosest, a little hungry perhaps, a little harried with changes to set list and chorus corrections, but they enjoy putting a new spin on an old classic or brushing up on the new numbers.

After a late lunch I have a Reefer reunion with Ralph McDonald and Michael Utley. The most recent CD from Ralph MacDonald is **Mixty Motions**, a blend of clean Caribbean grooves and smooth jazz, and most notably two new performances by popular soul artists Ashford & Simpson. He's working now, alongside his 2 sons, on his next release **Generations**. Stay tuned for updates.

Michael Utley, meanwhile, is working with the Tall Girl Marshall Chapman on **Big Lonesome**, a new CD dedicated to early Buffett band member Tim Krekel. Pre-Parrot Heads will remember Tim from tours and albums in the late 70's and early 80's.





RADIO MARGARITAVILLE IS IN

The Bank Atlantic Center slowly began to fill. Young helium-voiced ladies in grass skirts lean over the railing pleading with stone faced crew members, "Hey, you remember me from St. Barts? Can you ask Jimmy to sign (fill in the blank) for me?" I backpedal backstage and spend some time chatting with Radio Rodney, the man who keeps you connected to live Buffett concerts. The set-up is surprisingly simple and sophisticated at the same time. And while Rodney attempts to explain the finer points of Pro Tools, Jimmy and Utley arrive, grab a couple of microphones and take over.

The Kingsman's Louie Louie bleeds into Hot, Hot, Hot and Radio Margaritaville listeners have a front row seat to the last class in Summerzcool.

Radio Margaritaville also features:

LIVE CONCERT BROADCASTS

Nearly every Jimmy Buffett concert live on Radio Margaritaville! And trust us when we tell you that you've never experienced anything like Buffett live on Sirius or XM Satellite Radio. It's the next best thing to being there!

BUFFETT BUFFET

All of your favorite Jimmy Buffett tunes from the beginning to the present. You never know what you'll hear, from the live albums to rare tracks to old gems. The Buffett Buffet is guaranteed to satisfy.

CONCERT REPLAYS

No need to fret when Jimmy is not on tour - we have an archive of previously recorded concerts that we're more than happy to play again! Relive the excitement of past tours with our concert replays!



**COMING
THIS FALL**

Jimmy Buffett's MARGARITAVILLE[®]



N A S H V I L L E

MUSIC CITY MARGARITAVILLE THE TENNESSEAN, February 19, 2010

*Excerpts from an interview with Jimmy by G. Chambers Williams III
Staff writers Dave Paulson and Wendy Lee contributed to this report.*

Why bring Margaritaville to Nashville now?

"My guys that run the restaurant side of it, they know what they're doing and they know locations. They know where to go. I had always told them, I said, 'I think that, though you don't know Nashville that well, there's a great potential here from it just being Nashville,' and like I said, the demographics in general. Then you throw in the fact that it is a major tourist location, and you've got a major part of the music industry, not only country music."

What do you think about the location of your restaurant in Nashville?

"I've got a lot of great memories of going downtown, so I was very excited when this whole thing came together and we could be there. And the fun thing is if you really think of what it is when we go to theme places, and people say, 'What are you going to do?' and I go, 'Well, just look at what's happening in the real world out there.' The authentic thing that is happening is there's a Nashville connection to Key West that is very obvious to a lot of the younger talent coming to Nashville these days, so I don't have to invent that. There really is."

It sounds like, next to Key West, Nashville's one of the most fitting cities for you to have a restaurant in.

"I always think of life as a song line which I've traveled down, and Nashville is definitely on my song line. It came at the right place and at the right time. We don't try to force things, and an offer came up that looked kind of good, and all of a sudden the location was good. We've proven ourselves.

This isn't some flash-in-the-pan operation, either. We're pretty established and people know us as a pretty thriving and a very well-run business. It's exciting on that level that it's not just Jimmy Buffett hanging a shingle out there and seeing if people show up. We kind of know what we're doing with this, and a lot of thought goes into where our locations are, and like you said, it always, to me, was a natural. It just had to be the right time and the right place to do it."

Do you think you'll be at Nashville's Margaritaville more often than other locations, considering how often you're in town?

"Well, you know, I'm there in a natural way, and it's just something that I do. I've always said, there really isn't a Captain Morgan. It's just something an ad guy made up. There's a real me. I like people to know I'm still around. I'll pop in. I kind of regularly visit them all. I like to. I like the success that we've had. Let's face it, when you can have a phony-baloney job like this and still be singing, and still have restaurants all over the warm places of the world, places you like to go, that isn't bad."

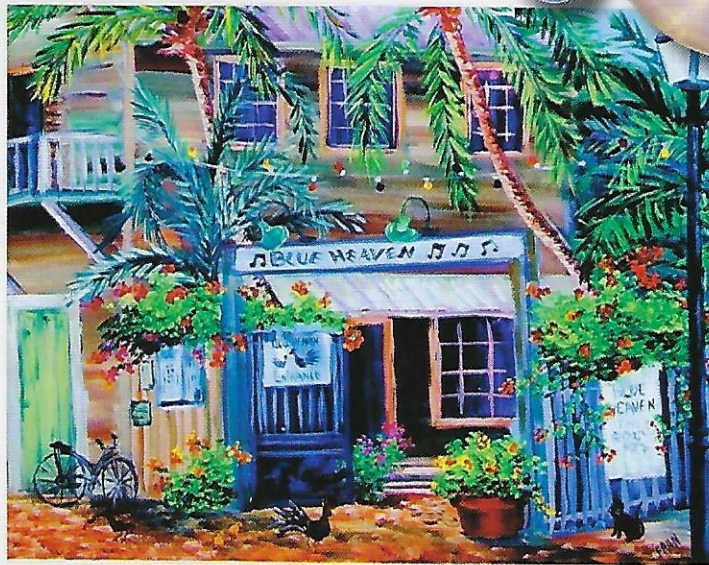
Jimmy Buffett's
MARGARITAVILLE
 S·T·O·R·E

Happy Mother's Day!

Mother's Day is May 9th



(B)



Entrance To Blue Heaven, Key West

Fran Decker

(A) **Mother's Day Pendant Necklace**

Treat your Special Someone to a bouquet of Lovely Oceanic Splendor! Faceted briolettes of Aqua Marine Quartz, Opalite, Chinese Blue Topaz, & Porcelain Turquoise cascade from an 18" Sterling Silver chain. The focal pendant of clear Opalite compliments any color by reflecting the undertones. Large teardrop pendant measures approx 1.5" x 1"
 Created and Hand Made in Key West by Jewelry designer, Jennifer Badry.
 #44804 \$89.95

(B) **Blue Heaven Print**

*"Those Crazy Days and Crazy Ways
 We Never Want to Un-do
 We'll Be Together Now and Forever
 At The Blue Heaven Rendezvous"*
 Entrance to Blue Heaven Restaurant in Key West where roosters and cats invite you in for some good food and music.
 11" x 14" matted print by local artist, Fran Decker.
 #44802 \$30.00

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

(A) Margarita Crew Pocket T'
"Five O'clock Somewhere" Kiwi Green
M #44628, L #44629, XL #44630 \$22.95
XXL #44631 \$23.95 3XL #44632 \$24.95

(B) License to Chill T'
Circular design with lyrics from the song
wrapping around. Wave Blue
S #44485, M #44486, L #44487,
XL #44488 \$22.95 XXL #44489 \$23.95

(C) 5:00 Shadow T'
Distressed tonal print, available in
Harbor Blue
M #44288, L #44289, XL #44290 \$21.95
XXL #44291 \$22.95 3XL #44292 \$23.95

(D) Son of a Sailor Saloon T'
"Where it's Always 5 O'clock" Distressed
print, White.
M #44836, L #44837, XL #44838 \$21.95
XXL #44839 \$22.95 3XL #44840 \$23.95
4XL #44841 \$24.95

(E) 5:00 Oval Sign Cap
It's 5 O'clock Somewhere Cap
100% cotton, 6 panel 2-tone cap. Khaki
hat with denim blue bill. Embroidered front
design, and belt buckle closure.
#44194 \$18.00

(F) Margaritaville Lyrics T'
Song lyrics incorporated within a tropical
island design. White
S #43628, M #43629, L #43630,
XL #43631 \$21.95 XXL #43632 \$22.95
3XL #43633 \$23.95

(G) Floridays T'
Lookin' for better days... Mustard
S #44842, M #44843, L #44844,
XL #44845 \$21.95 XXL #44846 \$22.95

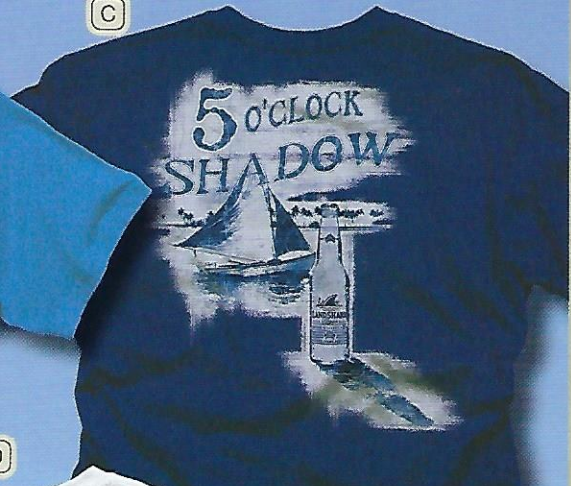
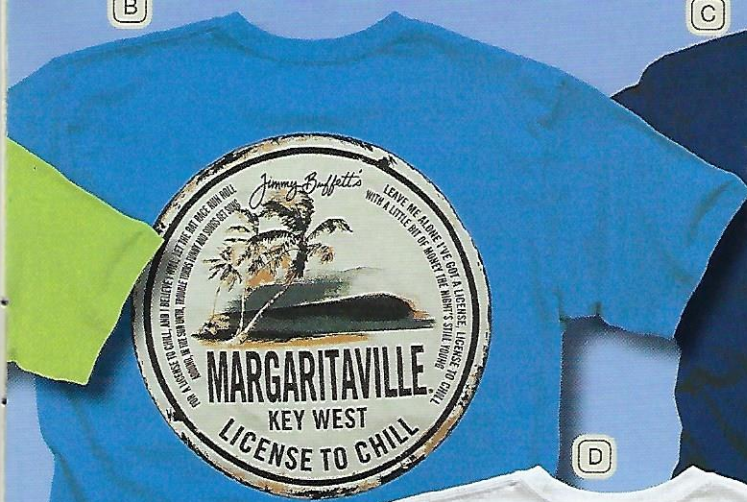
(H) Good Life Tank Top
"Taste for the Good Life, I can live it no other
way" Distressed Surfboard print with "Lone
Palm Surf Company Ltd." Logo. White.
M #44651, L #44652, XL #44653 \$19.95
XXL #44654 \$20.95 3XL #44655 \$21.95



FRONT LEFT POCKET



FRONT LEFT CHEST



FRONT LEFT CHEST



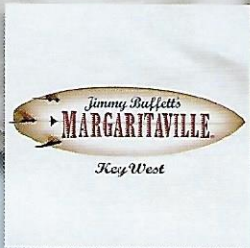
FRONT LEFT CHEST



FRONT LEFT CHEST



FRONT LEFT CHEST



FRONT CENTER CHEST

WWW.MARGARITAVILLESTORE.COM

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

- A Parrot Head Bikers T'**
"I'd Strap you in beside me And Never Ever leave you..." Black
M #44561, L #44562, XL #44563 \$21.95
XXL #44564 \$22.95 3XL #44565 \$23.95

- B Street Sign**
"Jimmy Buffett Drive" Metal street signs measure 18" x 5"
#10789 \$13.95

- C Parrot Plunder T'**
"Pillage, Plunder, Party" Wasabi Green.
M #44540, L #44541, XL #44542 \$21.95
XXL #44543 \$22.95 3XL #44544 \$23.95

- D Margaritaville Motorcycle Frame**
Metal frame measures 7.25"W x 4.75"H.
Cut out space is 6.25"W x 3.25"H.
#43792 \$12.95

- E 5:00 Hibiscus T'**
Ladies 100% cotton full cut t-shirt Back print measures 5" wide, placement between shoulder blades.
S #42380, M #42381, L #42382,
XL #42383 \$22.95 XXL #42384 \$23.95

- F Changes Boat Flag**
Changes in Latitudes, Changes in Attitudes....
18" x 12" nylon flag, 2-sided print.
#43316 \$21.95

- G A Pirate Looks at 50 Bandana**
"A Pirate Looks At 50" with our version of the skull and crossbones embroidered on front panel. Great for under helmets, beach wear, or bad hair days!
Pre-formed bandana with back tie. OSFA.
#5307 \$13.00

- H Party Pirate Beach Towel**
"Load the Cannon Then the Crew" 100% cotton beach towel measures 32" x 64"
#40701 \$21.95



FRONT LEFT CHEST



CENTER BACK



B

JIMMY BUFFETT DRIVE

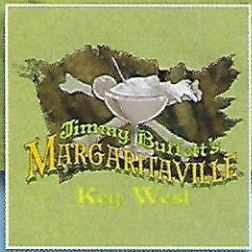
C



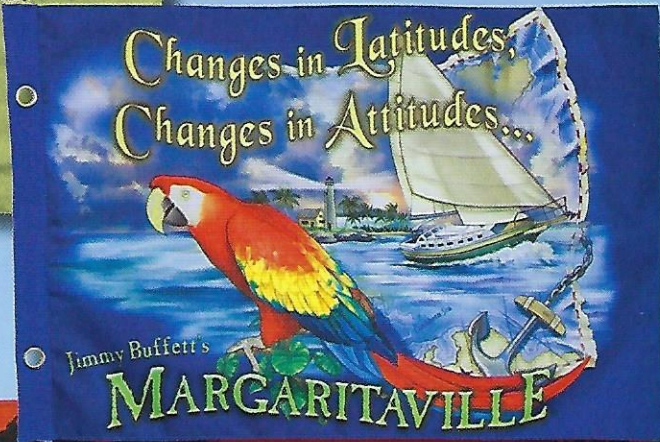
D



F



FRONT LEFT CHEST



5

All T-Shirts are 100% cotton crew neck. Available only in colors shown.
(See website for sizing)

- (A) Meet Me in Margaritaville T'**
Ladies V-neck t-shirt in tropical Mango color. "Meet Me in Margaritaville" distressed front print. Full cut, boxy tee.
S # 44266, M #44267, L #44268, XL #44269 \$22.95
XXL #44270 \$23.95

- (B) Parrot Party Lights**
8 foot string of 10 multicolored parrot lights. End to end connect, string up to 3 sets together. Indoor and Outdoor use.
#43283 \$16.95

- (C) Damn Fault T'**
Ladies junior cut Pocket tee with Margaritaville lyrics incorporated on back design.
Key West embroidered on sleeve. Faux stitches on neck. Sky Blue
S #43700, M #43701, L #43702, XL #43703 \$24.95

- (D) Peace Sign Tank Top**
Peace Collage design on a ladies regular cut sportswear jersey tank. White
S #44276, M #44277, L #44278, XL #44279 \$19.95
XXL #44280 \$20.95

- (E) Parrot Visor**
Fun tropical 100% cotton visor. Full embroidery, Velcro closure.
#10771 \$15.00

- (F) Salt and Lime Tray**
Includes: cutting board for limes; two trays: one for holding lime wedges and one for rimming glass with salt; 1 oz. shot glass.
Trays fit together for compact shelf storage or in the side pocket of your frozen concoction maker tote bag.
#44600 \$19.95

- (G) 5 O'clock Somewhere Margarita Glass**
Colorful wrap around design. Lyrics include: "It's 5 O'clock Somewhere! Margaritaville" and "What Would Jimmy Buffett Do?" 16 oz. glass
#14414 \$12.00 each

- (H) Tropical Sunglass Case**
Cushioned neoprene Sunglass Case with hibiscus print, zipper closure and clip.
#43592 \$9.95



6



FRONT LEFT CHEST

Happy Father's Day!

Father's Day is June 20th



(A) Landshark Cap with Opener
Landshark cap with distressed bill, frayed patch sewn on front. "Margaritaville Brewing Co" embroidered on back, buckle closure and built in bottle cap opener on bill. (bottle opener is under landshark button)
#43278 \$19.95

(B) Landshark Bottle Skin
Neoprene bottle skin with zipper
#42155 \$8.95

(C) Landshark Golf Bag
Features include: Water resistant, rip stop nylon/leather; top quality riveted hardware; velour lined valuables pouch – 6 pockets in all. Rain hood; hip pad for maximum comfort; single padded strap. Dimensions: 10" diameter at the top, 25"H, 16"W at widest point; 7.7 lbs.
This is a custom item that ships directly from the manufacturer. Normal shipping time is 3-4 weeks. Federal EXPRESS delivery not available. A \$23.50 shipping charge will be applied to ship this oversized item separately. Delivery to physical address within the continental U.S. only.
Personalization is available for an extra charge and is limited to: 2 lines of up to 12 characters per line.
Without Personalization: #44173 \$299.95 (plus \$23.50 shipping)
WITH Personalization: #44742 \$312.45 (plus \$23.50 shipping)

8

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

Bahama Village Music Program Thanks Parrot Heads for their support

The Bahama Village Music Program was created in 1999 to honor Ellen Sanchez, a beloved music teacher in Key West's Bahama Village whose retirement left a void in the community. A teacher for over fifty years, Mrs. Sanchez, who passed away at 105 years old, brought music to countless children in this minority neighborhood.

The intent of the program is to provide free music education to the children of Bahama Village residents, a historic community of multi-generational Bahamian Conchs. The primary aim in establishing this program has been to create an effective learning environment for developing music skills and self-esteem, all while nurturing a strong sense of community among the



young residents of Bahama Village. Students in the program perform in free concerts and recitals for their families and residents of Key West throughout the year.

Margaritaville presents a check for over \$5000 to the Music Program thanks to your purchase of the Rhythm with Reason collectible guitar pick.

See more at www.bvmpkw.org

Soldier Ride

The Wounded Warrior Project's Soldier Ride is a rehabilitative cycling event designed to challenge our wounded warriors to get back in the saddle, both literally and figuratively. It also is a tool to help both the physical and mental wounds of war. These rides also raise awareness for the WWP mission and our many important programs designed to serve our injured and their families, and in turn raise money through sponsorships, pledges and donations.

This is the 5th annual appearance for the riders and support group and each year Duval Street is lined with more people. It's great to see familiar faces, but heartbreaking to see new ones. Casual customers at the café witnessed a raucous reunion and joined with us in a show of appreciation. Stay healthy fellas, and see you next year.

From the Soldier Ride Blog:

"We were dinner guests of Jimmy Buffett at Margaritaville, and Jimmy had arranged to buy each warrior a burger and a beer. The staff there were terrific, and in addition to the great food, they held drawings for all sorts of door prizes."

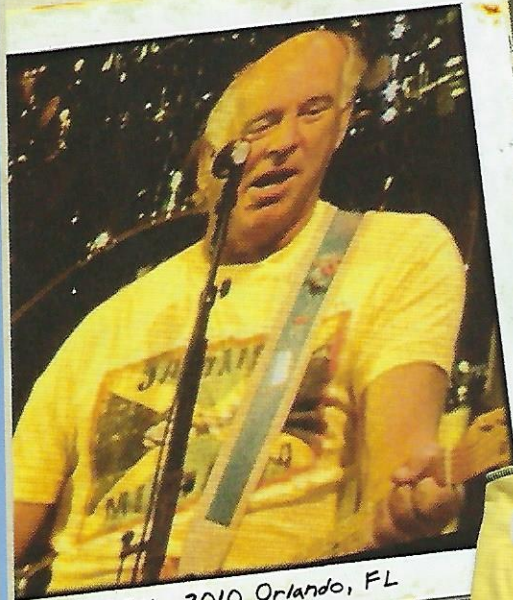


Jimmy Buffett & The Coral Reefer Band 2010 Under The Big Top Tour

APRIL 24	Ford Amphitheatre	Tampa, FL
APRIL 27	Aaron's Amph at Lakewood	Atlanta, GA
APRIL 29	Verizon Wireless Amph	St. Louis, MO
MAY 1	Sommet Center	Nashville, TN
MAY 15	Verizon Wireless Music Center	Noblesville, IN
MAY 17	Riverbend Music Center	Cincinnati, OH
MAY 20	Cynthia Woods Mitchell Pavilion	The Woodlands, TX
MAY 22	Pizza Hut Park	Dallas, TX
JUNE 17	Comcast Center	Mansfield, MA
JUNE 19	Comcast Center	Mansfield, MA
JUNE 22	DTE Energy Music Theatre	Clarkston, MI
JUNE 26	Alpine Valley Music Theatre	East Troy, WI
AUG 7	Susquehanna Bank Center	Camden, NJ
AUG 10	Susquehanna Bank Center	Camden, NJ
AUG 12	First Niagara Pavilion	Pittsburgh, PA
AUG 14	Toyota Park	Bridgeview, IL
AUG 31	Nikon At Jones Beach Theatre	Wantagh, NY
SEPT 2	Jiffy Lube Live	Bristow, VA
SEPT 4	Jiffy Lube Live	Bristow, VA
SEPT 24	The Olympia	Paris, France



Steve King & Parrot Head Family



Feb 25th, 2010 Orlando, FL



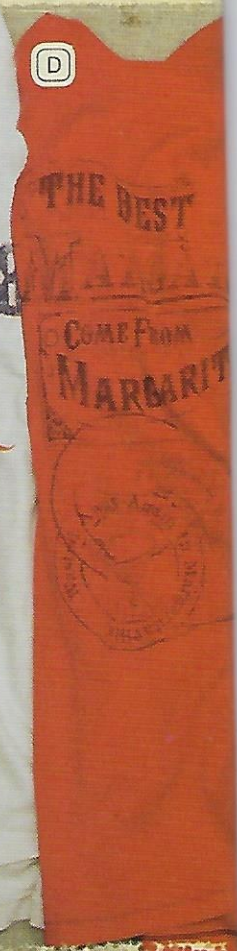
(A)



(B)



(C)



(D)

"Gonna sit right down and buy myself a drink"
 - Can't Remember When I Slept Last



Wastin' Away Again 16 oz Stainless Steel Sipper - \$21.95



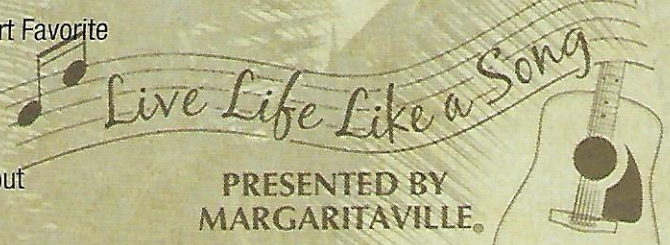
TAKE A VACATION FROM CONDENSATION
 Unique Margaritaville designed TERVIS® Tumblers
 Assorted styles Available in 16 oz - \$15.95, 24 oz - \$19.95
 Lids (Black) - \$2.99

"I put on my weekend clothes." - Rag Top Day



Select from the various styles of tee shirts celebrating the "Song Lyrics":

- A-Coconut Telegraph
 - B-Jamaica Mistaica – A Concert Favorite
 - C-Pencil Thin
 - D-Best Margaritas
 - E-Live Life Like A Song
 - F-University of Margaritaville
 - G-We've Got A Lot to Drink About
 - H-Hemisphere Aviator
- Each Style \$26.95



PRESENTED BY MARGARITAVILLE.

"He packs his bag of mysteries." - Lage Nom Ai



University of Margaritaville Duffel Bag- Durable detailed construction - \$59.95

Shop WWW.MARGARITAVILLELIFESTYLE.COM for these exclusive offerings.

"She's checking out the boys and the clothes about town."



"Well the left foot it'll follow
where the right foot has traveled
to the sidewalk unglued."
- Nautical Wheeler

Are You the Woman to Blame?

- A- Peace Love & Limes - \$28.95
- B- Hibiscus Paradise - \$28.95
- C- Peace Love & Margaritas - \$28.95



Choose from our collection of flip flops and shoes.
Featured Styles: • Gulf Shores - \$29.95 • Kaia - \$29.95



Margarita Glass Stone Coasters- set of 4 - \$24.95

Baby's Gone Shopping



Select from the following styles of tee shirts:

- D- Lyrical Margarita Glass - \$26.95
- E- Rita Diva - \$26.95

*"Grab your bag and take a chance."
- Pascagoula Run*



University of Margaritaville Duffel Bag- Durable detailed construction - \$59.95



Life is Sweetta with a Rita
16 oz Stainless Steel Sipper - \$21.95

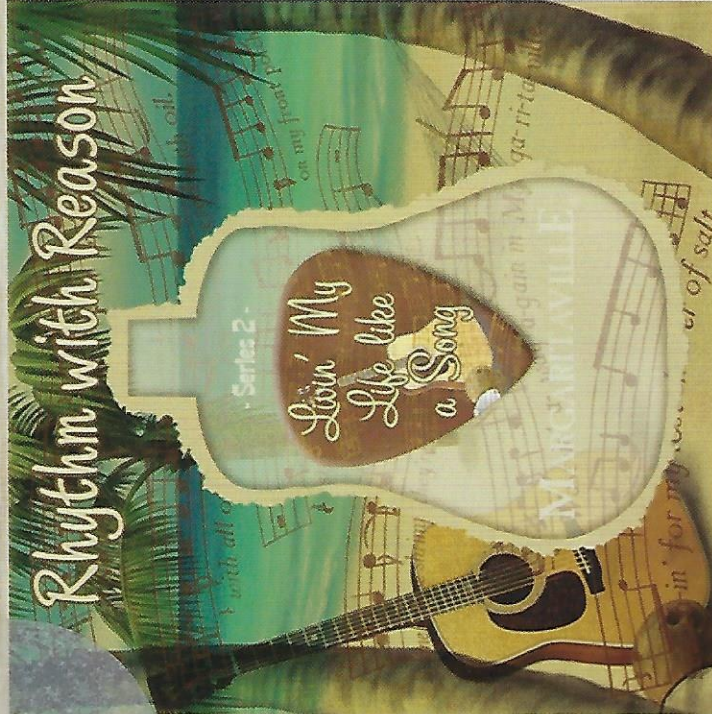
Shop WWW.MARGARITAVILLELIFESTYLE.COM
for these exclusive offerings.

MARGARTAVILLE
THE COCONUT TELEGRAPH
421A FLEMING ST
KEY WEST, FL 33040

1-800-COCCOTEL

Visit our web site @ www.MARGARTAVILLE.COM

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



Second in the series of Rhythm with Reason guitar picks. Livin' My Life like a Song is now available. All proceeds from the sale of the Limited Edition Collectible Guitar Pick will be donated to non-profit Key West charities. #44483 \$3.00

PRSRT STD
U.S. Postage
PAID
Margaritaville

P# 22 T 475 PK 1
PETER LAPUC
9251 RACQUET BALL DR APT D
INDIANAPOLIS IN 46260-1028
082196



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