

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

VOLUME 28 No.4

FALL 2012

WWW.MARGARITAVILLE

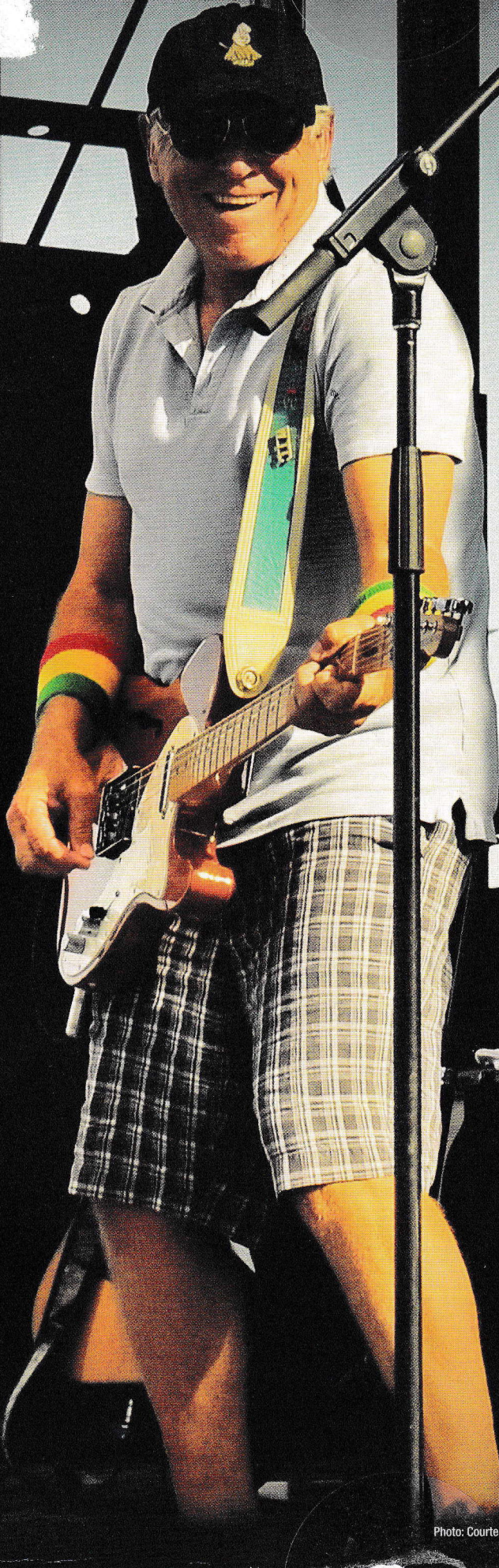


Photo: Courtesy Margaritaville Biloxi

NEW ORLEANS, LA.

Aug. 5, 1992

The Margaritaville Store has expanded to a new location at #1 French Market Place in New Orleans' French Quarter. Jimmy has long and strong ties to the Crescent City, his first public performance was on Bourbon Street...

literally on Bourbon Street. Jimmy keeps an apartment in the French Quarter and is a frequent participant in New Orleans Artists Against Hunger & Homelessness, contributes to the New Orleans Adolescent Children's Hospital and of course there's the Jazz & Heritage Festival. Many of his favorite haunts and hangouts are mentioned in the bestselling Tales From Margaritaville, so it's a natural for a second location.

NEW ORLEANS IS THE MOTHER CITY OF THE REGION, AND IT WAS THERE, NOT ON A DISTANT PALM LINED STRETCH OF BEACH, THAT I HAD MY FIRST CARIBBEAN EXPERIENCE. IT DID NOT COME TO ME IN DREAMS OR STORIES, BUT IN THE SIMPLE STALK OF A BANANA TREE GROWING AND FLOURISHING ALONGSIDE LIVE OAKS AND SLASH PINE IN THE SANDY SOIL OF A FRENCH QUARTER GARDEN. THE BANANA TREE SEEMED SO OUT OF PLACE, AND THEN AGAIN IT WASN'T. IT WAS A DISCOVERY AS FASCINATING TO A TEN YEAR OLD BOY AS THE GALAPAGOS MUST HAVE BEEN TO DARWIN. IT WAS NOT THE TREE ITSELF, BUT THE PLACE FROM WHICH IT HAD COME THAT SET ME TO DAY DREAMING AND THINKING ABOUT THE TROPICS.



IF YOU AMBLED THROUGH THE FRENCH QUARTER IN THE MID-60S, YOU MIGHT HAVE COME UPON AN ENGAGING LONGHAIRCED COLLEGE STUDENT FROM POPLARVILLE, MISSISSIPPI WITH A BEAT-UP GUITAR, A FEW CHORDS AND AN OLD FORD. IF YOU DROPPED SOME COINS IN HIS CIGAR BOX, YOU MAY HAVE HELPED SHAPE HIS SOUND.
GARLAND ROBINETTE

JIMMY,
I JUST WANT TO LET YOU KNOW THAT YOUR NEW CD, "TAKE THE WEATHER WITH YOU" HAS HAD A VERY POSITIVE INFLUENCE ON MY STAFF AND STUDENTS AT BOCA CIEGA HIGH SCHOOL! AS A BUFFETT FAN MYSELF, I FOUND THE SONG, BREATHE IN, BREATHE OUT, MOVE ON INSPIRATIONAL AND JUST WHAT I NEEDED TO HELP MY FACULTY WITH MANY CHANGES THAT ARE COMING DOWN THE PIPE IN OUR EDUCATIONAL WORLD! I USED YOUR LYRICS TO FOCUS MY STAFF ON HOW TO PUT THE PAST BEHIND THEM AND DEAL WITH CHANGE.

SINCERELY, PAULA NELSON, PRINCIPAL

MY GRANDFATHER WAS THE CAPTAIN ON A STEAMSHIP AND WE'D COME HERE AS KIDS, MEET HIS SHIP AND THEN COME INTO TOWN. I WAS 8 OR 9 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 SOME EXOTIC SOUNDING PLACE LIKE BUENOS AIRES OR RIO DE JANEIRO. SO I ALWAYS EQUATED NEW ORLEANS WITH THAT WORLD AND IT WAS A GATEWAY OUT. I CAME HERE AND GOT STARTED MUSICALLY, WHICH WAS MY GATEWAY TO THE WORLD. AND IT'S A PLACE I ALWAYS COME BACK TO.

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. 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 WEIRD.

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 TURN, 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.

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.



BILOXI

Margaritaville Biloxi Opens...Fins Up!

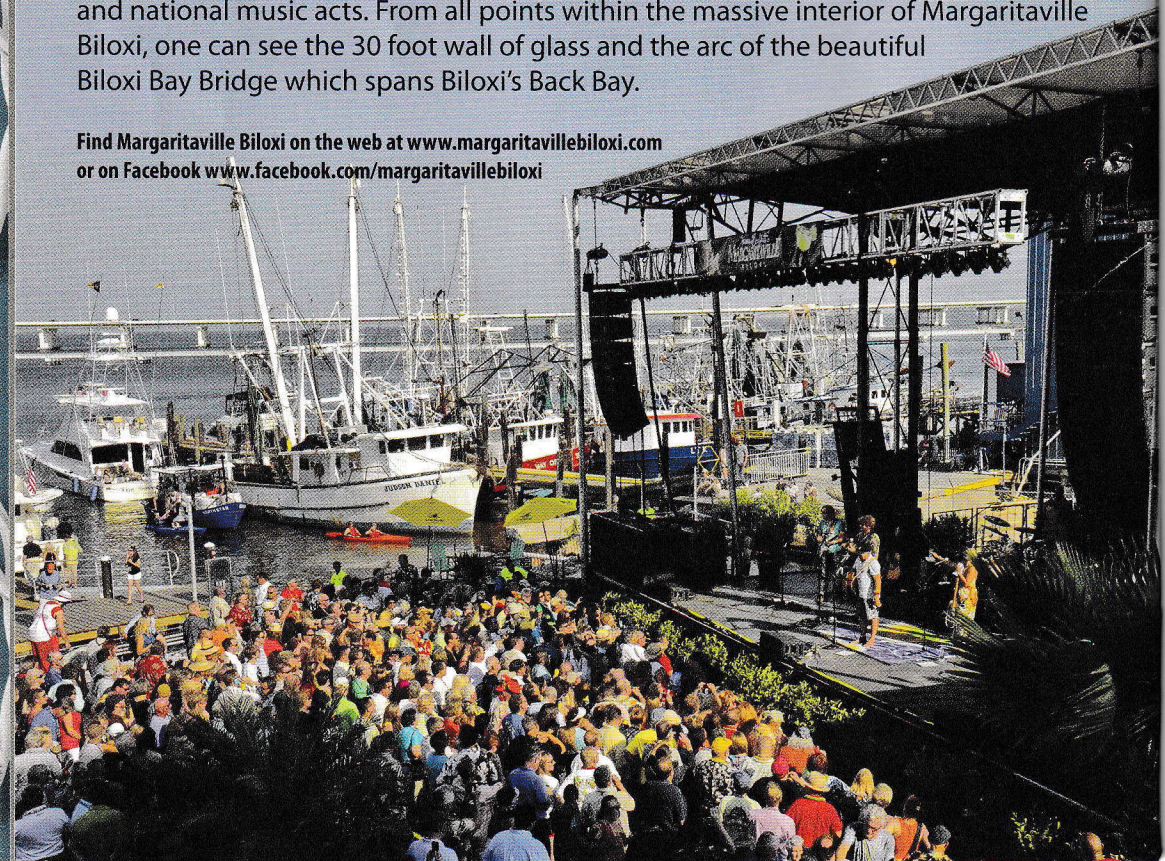
Jimmy Buffett's Margaritaville Casino & Restaurant Biloxi held its Grand Opening to the public on Tuesday, May 22, 2012. The completed \$62 million venture opened to rave reviews bringing a flavor of the tropics to the Mississippi Gulf Coast. The successful event surpassed expectations seeing over 20,000 guests through its doors and more than 5,000 margaritas served in the first 24 hours of operation.

Jimmy Buffett performed for nearly one hour; welcoming over 4,000 VIP guests to his newest endeavor, before opening the casino to the public at 8 pm. Throughout the event, Buffett shared his own tales of Biloxi and his connections to the Coast.

With hopes of Margaritaville ushering in a new future for the Gulf Coast, Larry Gregory, director of the Mississippi Casino Operators Association said, "The world is watching Biloxi today. We want good, top brands coming in here to better the Coast." In fact, the world was listening to Biloxi as Buffett's concert was broadcast live over Radio Margaritaville, Buffett's Sirius/XM satellite radio station, to fans nationwide.

Located on the eastern tip of Biloxi's Back Bay, this dynamic casino complex features a Margaritaville Restaurant with a Volcano Bar, a 5 O'clock Somewhere Bar, a buffet featuring Gulf Coast cuisine, and a multi-purpose indoor entertainment center which complements the expansive outdoor entertainment plaza, LandShark Landing, and marina situated at the water's edge. Visitors can enjoy a variety of local, regional and national music acts. From all points within the massive interior of Margaritaville Biloxi, one can see the 30 foot wall of glass and the arc of the beautiful Biloxi Bay Bridge which spans Biloxi's Back Bay.

Find Margaritaville Biloxi on the web at www.margaritavillebiloxi.com
or on Facebook www.facebook.com/margaritavillebiloxi



LandShark and Ocean Conservancy

Keep Our Beaches Clean

Ocean Conservancy educates and empowers citizens to take action on behalf of the ocean. From the Arctic to the Gulf of Mexico to the halls of Congress, Ocean Conservancy brings people together to find solutions for our water planet. Informed by science, our work guides policy and engages people in protecting the ocean and its wildlife for future generations

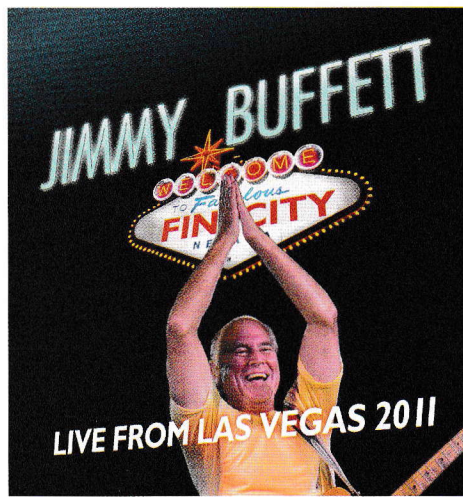
This summer, Landshark Lager is partnering with Ocean Conservancy to host the Landshark Fin-tastic Voyage, a series of beach cleanups and events to celebrate keeping our coasts clear of trash. Want to join in on the fun? Go to www.fintasticvoyage.com, complete the easy form to sign up for a cleanup at one of the locations now! After registering, we will email you with more information about the events, as well as other opportunities to keep our beaches clean and support a healthy ocean.

- Beach cleanups up and down the East Coast.
- Cleanup at each location begins at 9:00 AM and goes until 11:30 AM.
- Stick around afterward for a fun afternoon of paddle boarding and other exciting activities!



LANDSHARK FIN-TASTIC -VOYAGE-

Proud Partner of  Ocean Conservancy



WELCOME TO FABULOUS FIN CITY

What happens in Vegas...

gets recorded and released on a new Jimmy Buffett LIVE CD.

Just over a decade ago at Universal Studios City Walk in Orlando, FL., officers from the Guinness Book of World Records confirmed and consumed the world's largest margarita. Several hundred people packed the Porch of Indecision as the final bottle was poured into the 7,000 gallon "Big Rita" to begin the weekend party.

Well, they do things bigger and bolder out west. Several years later thirsty desert dwellers at Ricardos Mexican Restaurant salted the rim on a 7,600 gallon margarita and the challenge was on. On October 14, 2011 at the newly opened Margaritaville Casino at the Flamingo in Las Vegas, the Master Margaritian himself, joined by the Wounded Warrior Program's Softball Team toasted the new world record **8,500** gallon "Lucky Rita".

Thousands of Parrot Heads jammed the Las Vegas strip for a weeklong party bracketed by 2 Jimmy Buffett & The Coral Reefer Band concerts at the MGM Grand Garden Arena. Fans made their way through the throng of hot escort playing cards, cool sidewalk sprinklers, and countless escalators to be a part of the memorable performances. The best of both shows has been captured in Audio, Video, and Blu-ray.

Viva Las Vegas - CD/DVD
 Brown Eyed Girl - CD/DVD
 License To Chill - CD/DVD
 Pencil Thin Mustache - CD Only
 Off To See The Lizard - CD/DVD
 Life Is Just A Tire Swing - CD/DVD
 Bama Breeze - CD/DVD
 Gypsies In The Palace - CD/DVD
 It's Midnight and I'm Not Famous Yet - CD/DVD

Knee Deep - DVD Only
 Back Where I Come From - DVD Only
 Grapefruit Juicyfruit - CD Only
 School Boy Heart - CD Only
 Changes - CD/DVD
 One Particular Harbor - CD/DVD
 Fins - CD/DVD
 Defying Gravity - DVD Only
 BONUS VIDEO Elvis Presley Blues

CD/DVD #10040 \$15 Blu-ray Disc #10041 \$20



Photo: Eric Miller for Las Vegas

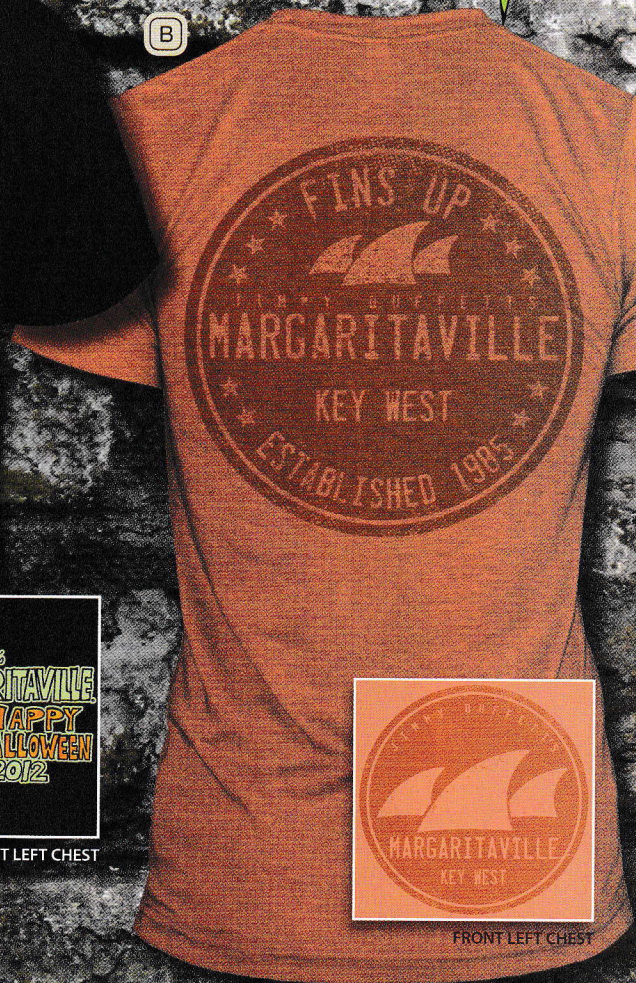
Jimmy Buffett's
MARGARITAVILLE
S.T.O.R.E.

(A)



FRONT LEFT CHEST

(B)



FRONT LEFT CHEST

(C)

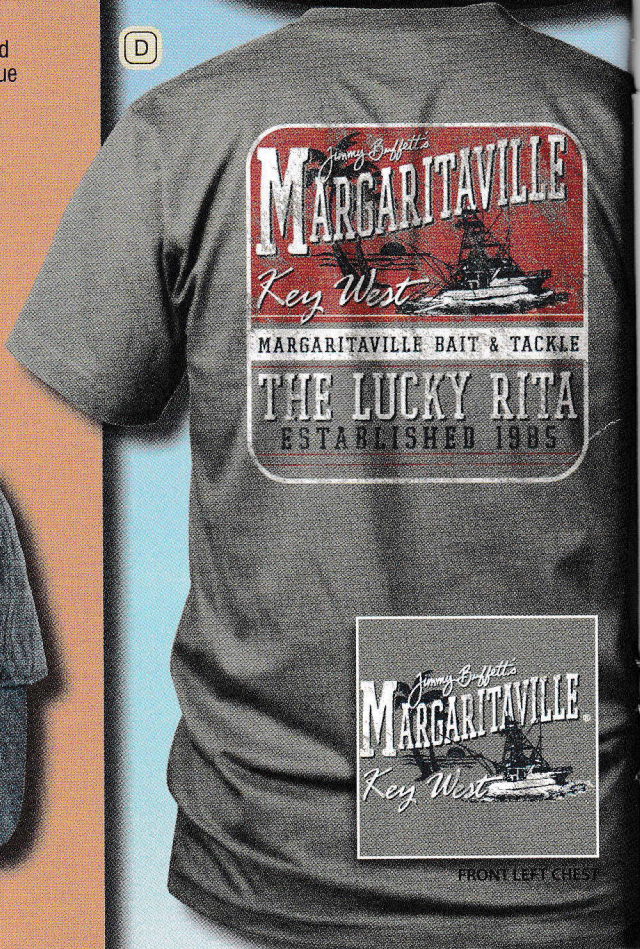


- (A) **2012 Halloween T'**
"Trick or Treat...With Flip Flop Feet" Features Glow in the Dark Ink.
S #11974, M #11975, L #11976, XL #11977 \$22.95
XXL #11978 \$23.95 3XL #11979 \$24.95
- (B) **Fins Est. 1985 T'**
For a more conservative Halloween look or for everyday wear!
Distressed print. Heather Orange
S #11964, M #11965, L #11966, XL #11967 \$21.95
XXL #11968 \$22.95
- (C) **Skull & Crossbones Cap**
100% cotton cap with back buckle closure. Front embroidery with "Key West" on the side. Available in Dark Grey.
#9517 \$18.00

Yeah, That's why it's still a mystery to me

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

- (A) Always Happy Hour T'**
Black
M #21021, L #21022, XL #21023 \$22.95
XXL #21024 \$23.95
- (B) Flight School T'**
Board the Hemisphere Dancer for Parrot Head
Flight School. Ocean Blue
M #21041, L #21042, XL #21043 \$22.95
XXL #21044 \$23.95 3XL #21045 \$24.95
- (C) No Problem T'**
"I'll Drink to That" Spruce
M #21002, L #21003, XL #21004 \$22.95
XXL #21005 \$23.95
- (D) Lucky Rita T'**
Margaritaville Bait & Tackle. Distressed print.
Pebble
M #9371, L #9372, XL #9373 \$21.95
XXL #9374 \$22.95 3XL #9375 \$23.95
- (E) Heart of Key West T'**
Purveyors of Good Times, Fine Spirits and Great
Memories ~ In the Heart of Old Key West
Garment Dyed. Grey
M #43514, L #43515, XL #43516 \$24.95
XXL #43517 \$25.95
- (F) Yes I Am a Pirate T'**
Here There Be Rum. Texas Orange
M #11994, L #11995, XL #11996 \$22.95
XXL #11997 \$23.95
- (G) 5:00 Oval Cap**
It's 5 O'clock Somewhere Cap
100% cotton, 6 panel 2-tone cap. Embroidered
front design and belt buckle closure. Denim Blue
#44194 \$18.00



Why some people live like they do

(B)



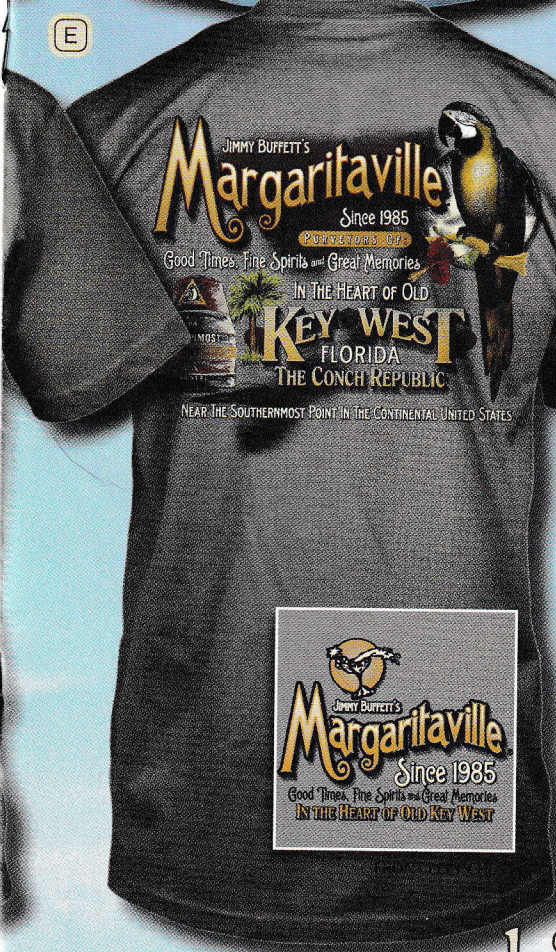
FRONT LEFT CHEST

(C)



FRONT LEFT CHEST

(E)



FRONT LEFT CHEST

(F)



FRONT LEFT CHEST

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

(A) Rainbow Stripe Hoodie
 An all over burn out washed pattern is applied to a classic pullover hooded sweatshirt with ripped "V" front opening. Features include front pouch pocket, knit gusset inserts and dyed to match drawstring, cuffs and waistband. Distressed print, 55% cotton/ 45% polyester fleece.
 S #10091, M #10092, L #10093, XL #10094 \$52.95
 XXL #10095 \$53.95

(B) Ladies Long Sleeve Wordy T'
 Getting Wordy! Distressed print with JB references and lyrics. 100% cotton combed ring-spun long sleeve t-shirt. Super fine, lightweight t-shirt with self-fabric neckband. Light Olive Green.
 S #21011, M #21012, L #21013, XL #21014 \$27.95
 XXL #21015 \$28.95

(C) Ladies A1A T'
 End of the Road. Margaritaville and A1A logo are given texture through the "flocking" process; balance of design is distressed screen print. Tri-blend junior cut tee with slightly wider neck opening. 50% polyester/37% cotton/ 13% rayon. Coverseam stitched rib knit collar, double needle stitched sleeve bottom hem. Purple
 S #21033, M #21034, L #21035, XL #21036 \$24.95

(D) Palm Tree Pendant Necklace
 Two pendants suspend from a 32" chain. One round pendant embossed with "Bend Never Break" with crystal inlay and second Palm Tree pendant has crystal diamond cut leaves and a smooth silver tone. Lead free and nickel free. Cool hang tag tells the Palm Story: "A Palm Tree weathers the worst of storms. It bends never breaks and when the storm is over, it grows stronger then before. Be like a Palm Tree" Makes a great gift for all ages.
 #48442 \$19.95

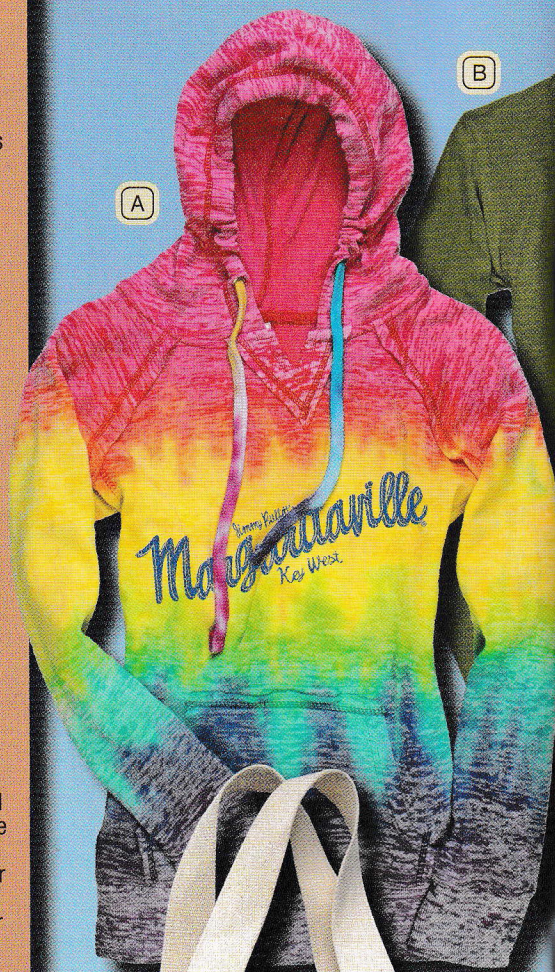
(E) Margaritaville Tote Bag
 100% garment dyed cotton, raw edged tote bag. Interior open pocket, brass toned swivel handle clips. Measures 14" x 16". Distressed Print, Natural
 #9788 \$19.95

(F) Flip Flop Picture Frame
 Measures approximately 9" x 7" and holds a 4" x 6" picture. Made of wood with laser cut outs.
 #8928 \$9.95

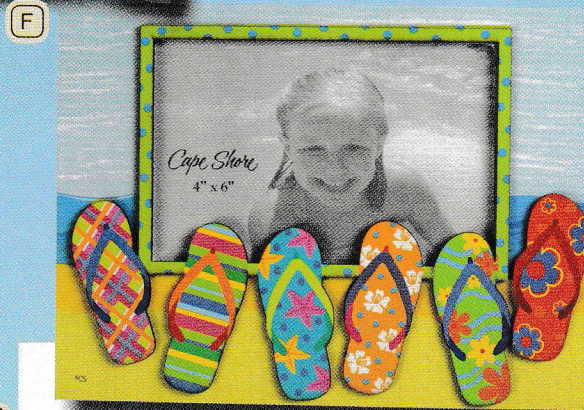
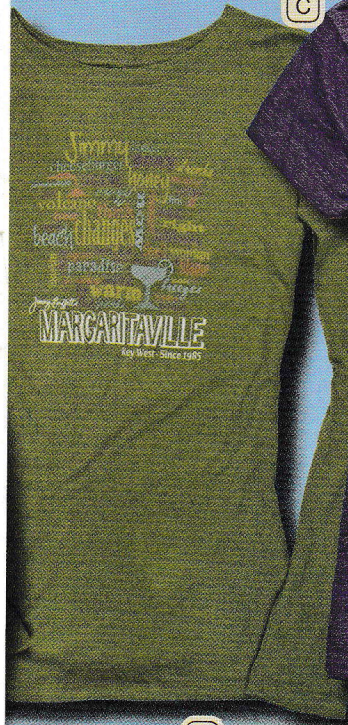
(G) Storefront Coffee Mug
 Ceramic 15oz. coffee mug
 #8947 \$10.00

(H) 5:00 Somewhere Margarita Glass
 Colorful design wraps around the rim of the margarita glass. Lyrics include "It's 5 O'Clock Somewhere! Margaritaville" and "What Would Jimmy Buffett Do?"
 8oz. Margarita Glass (Not Dishwasher Safe)
 #14414 \$12.95 each

(I) Conch Margaritaville Print
 Jimmy Buffett's Key West Margaritaville, painted by Abigail White who took generous artistic liberties. Margaritaville is depicted as a Conch shell, the island's symbolic icon, and placed on the beach rather than Duval Street where it actually is. This color print is in a white matte with the outer edge measuring 11" by 14" and will fit a standard frame. "Key West" is handwritten on the left of the matte and signed by the artist on the right. Abigail White grew up in Key West, has painted her whole life and is primarily self-taught. She imbibes the Conch spirit like it's 5 O'clock somewhere!
 #9802 \$36.00



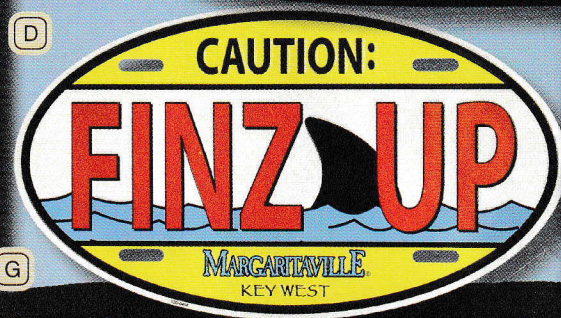
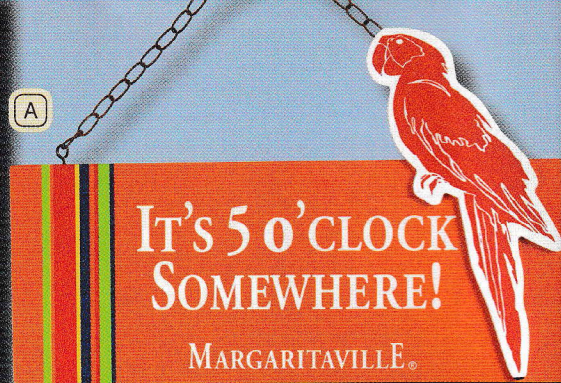
So many nice things happening out there



WWW.MARGARITAVILLESTORE.COM



- (A) 5:00 Somewhere Sign**
Fiberboard wood sign with metal hanger, measures 12" x 5.75".
#9918 \$19.95
- (B) Margaritaville Patio String Lights**
Round lights with printed icons. 10 Lights per strand (each light covering measures 3" diameter)
Strand measures 10 ft. long. Do not connect more than 3 strands together. UL approved.
#615 \$22.95
- (C) Fruitcakes Surf Sign**
Stay in touch with my insanity, really is the only way!
Black painted wood with colorful heavy duty applique. Sign is 24" long and 4" wide. Intended for indoor use only....sheltered from the wind
#9911 \$22.95
- (D) Finz Up License Plate**
Oval tin license plate measures 12" x 7".
#9962 \$11.95
- (E) Shark Hula Dude**
This whimsical design is hand painted and created with love. Metal springs insure classic wiggle action for all to enjoy. For your dashboard, desk or anywhere to create fun and entertainment for all. Measures approx. 7" tall.
#7956 \$9.95
- (F) It's 5 O'clock Somewhere House Flag**
Double sided polyester house flag. Made from heavyweight polyester, 3-ply construction. Measures 24" x 36".
#606 \$39.95
- (G) Parrot Head Bar Towel**
Official Parrot Head Bar towel. Measures 16"L x 13"W. 100% cotton. Made in USA. Blue
#19662 \$9.95
- (H) Fins Up! Trailer Hitch Cover**
Measures approx. 3.5" x 4". Fits a 2" hitch.
#5000 \$14.95
- (I) Leather Travel Mug**
Leather exterior with metal Jimmy Buffett's Margaritaville medallion.
16 oz. Stainless Travel Mug, Black
#8684 \$16.95
- (J) Tropical Bottle Skin**
Neoprene bottle skin with wrap design
#1350 \$8.95
- (K) Surfin' Safari Rug**
Add a punch of color and fun outdoors or indoors. Handmade out of 50% polypropylene and 50% acrylic with polypropylene backing. 35% of the material in each rug is recycled!
Easy to clean, just machine wash cold with like colors, no bleach and line dry.
Dimensions: 22" x 34" and 1/4" thick.
#7921 \$30.00



Never even seen the clues

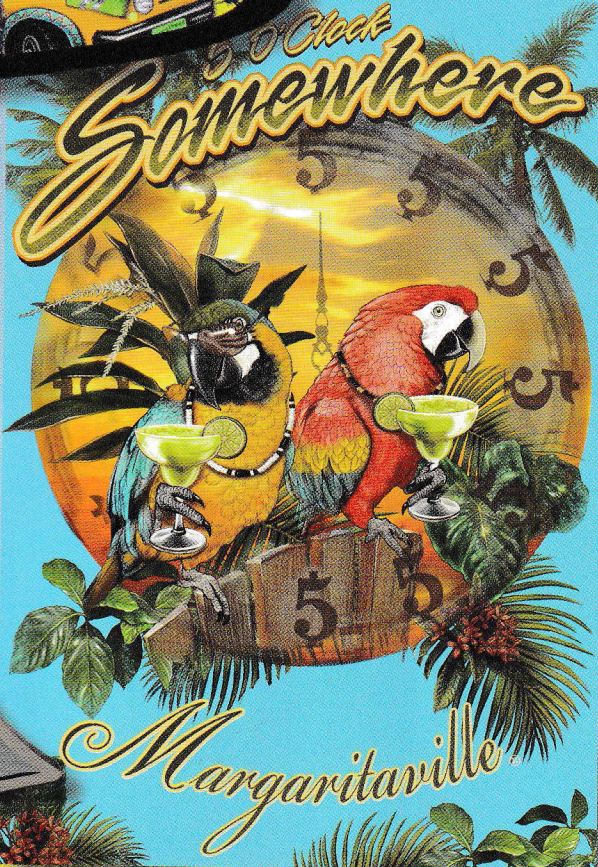
(B)



(E)



(F)



(H)



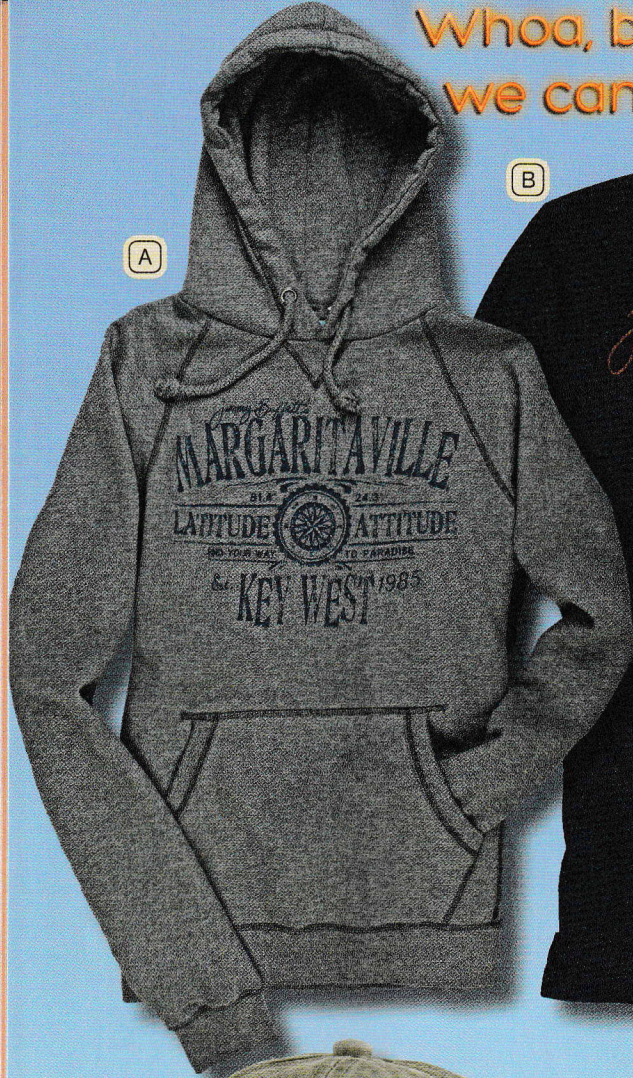
(K)



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

7

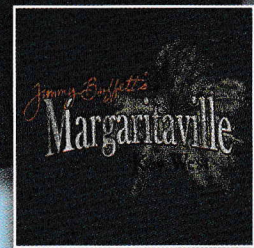
Whoa, but we're doin' fine,
we can travel and rhyme



(A)



(B)



FRONT LEFT CHEST



(C)



(D)

(A) Attitude Hooded Sweatshirt

Find your way to Paradise. Distressed front print. 80/20 blend sanded fleece. Side rib panels. Raglan sleeves. Front pouch pocket. Fleece lined hood. Antique nickel eyelets & slightly contrasting stitching. Oversized fit. Gunmetal Grey.
S #21025, M #21026, L #21027,
XL #21028 \$41.95

(B) Welcome To Paradise T'

Long sleeve 100% cotton, garment washed and pre-shrunk. Soft feel. Double stitched with raw edged bottom hem. Blue
S #11984, M #11985, L #11986,
XL #11987 \$29.95 XXL #11988 \$30.95

(C) 5:00 Parrot Cap

Detailed colorful front embroidery with side Key West embroidery. Pigment dyed with Velcro back strap. Khaki
#975 \$20.00

(D) Margaritaville Palms Cap

Front embroidery with side Key West embroidery. Pigment dyed with Velcro back strap. Green
#10202 \$18.00

WWW.MARGARITAVILLESTORE.COM

QTY	ITEM #	DESCRIPTION	SIZE & COLOR	PRICE	TOTAL

Method of Payment (Check One): Personal Check (Enclosed) Money Order (Enclosed)
Make check or money order payable to Margaritaville.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Subtotal	
Florida residents only add 7.5% Sales Tax	
Shipping & Handling	
TOTAL	

TELEPHONE _____

MasterCard VISA AMERICAN EXPRESS DISCOVER NETWORK

_____ M M Y Y CID Code
 Exp. Date Found on either front or back of card 3-4 digits.

Signature: *Signature required if using credit card*

Credit Card Orders: Call Toll-Free 1-800-COCOTEL (1-800-262-6835)
 Hours: M-F 8am-5pm EST; fax #(305) 292-6530; Email: keywest@margaritaville.com

Shipping & Handling Charges

Order Amount	Standard	2 Day RedEx	Standard Overnight
Up to \$25.00	\$5.00	\$17.00	\$29.00
\$25.01 - \$50.00	\$7.50	\$19.50	\$31.50
\$50.01 - \$100.00	\$10.00	\$22.00	\$34.00
\$100.01 - \$200.00	\$15.00	\$27.00	\$39.00
\$200.01 +	\$20.00	\$32.00	\$44.00

Send to:
The Coconut Telegraph
424A Fleming St
Key West, FL 33040
 Canada: Add \$15
 International: Add \$30
 Express Orders: Please include physical address
 Some exceptions do apply for oversized or Custom Orders.



Margaritaville Reusable Tote
 Navy blue with green stripe,
 measures 13" x 15" x 5" with
 wipe-able plastic bottom insert.
#9850 \$2.95

Returns and Exchanges:
 Returns or Exchanges are accepted within 45 days of purchase date.
 Returns: include credit card # & expiration date, refund for full purchase price (less shipping) will be applied.
 Exchanges: include item info/size, shipping address & phone number.

I know we've been doing our part

2013

Save the Manatee.org

Save the Manatee Club, co-founded by Jimmy Buffett, is an award-winning, national nonprofit conservation organization and the voice for manatees since 1981.

© 2012 David Schritzo

2013 Manatee Calendar
 Help Margaritaville support the Save The Manatee Club. This is a fabulous wall calendar with a beautiful underwater manatee photo for every month of the year. The wildlife photographers generously donated the use of their photos for this very special calendar, which measures 12" x 24" when open. For direct donations go to: savethemanatee.org
#5022 \$13.99

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

1-800-COCCOTEL

Visit our web site @ WWW.MARGARITAVILLE.COM

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

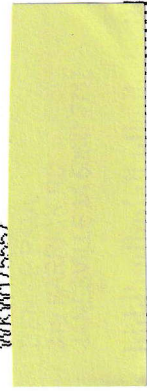
PRSR STD
 U.S. Postage
PAID
 Margaritaville



Fins Up For Charity
 Now Made in the USA!
 100% of proceeds from sales of this item will be donated directly to local Key West nonprofit organizations in good standing selected by Margaritaville. No shipping charge applied to this item for U.S. delivery.
 Single: #14950 \$3.00
 Pack of Five: #41111 \$10.00

Got a Caribbean soul I can barely control

*****AUTO**ALL FOR AADC 522
 P# 14 T 274 PK 1 59336
 WNKW175557



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