

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

COCONUT TELEGRAPH®

WWW.MARGARITAVILLE.COM

WINTER 2013

VOLUME 29 No.1

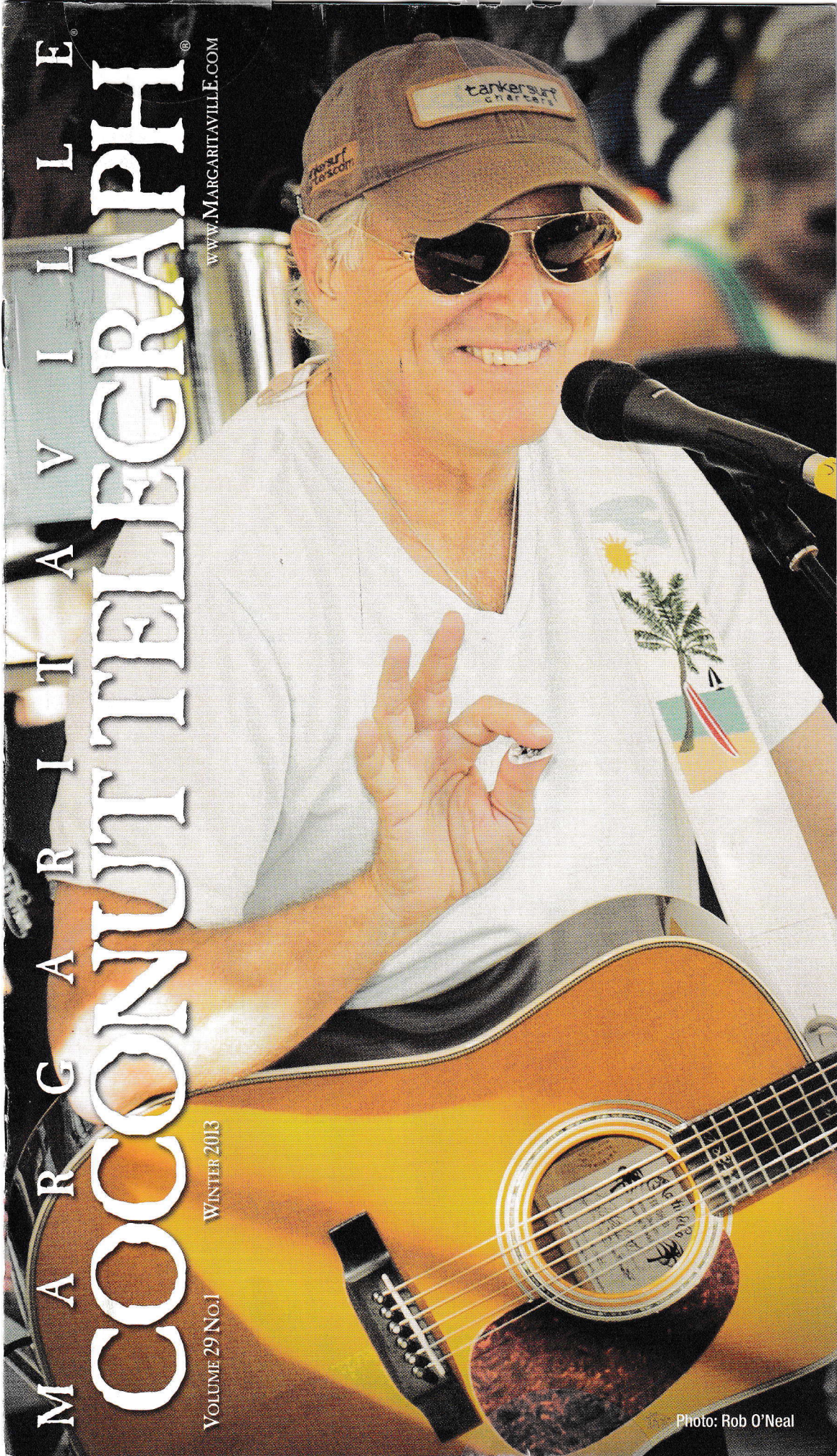
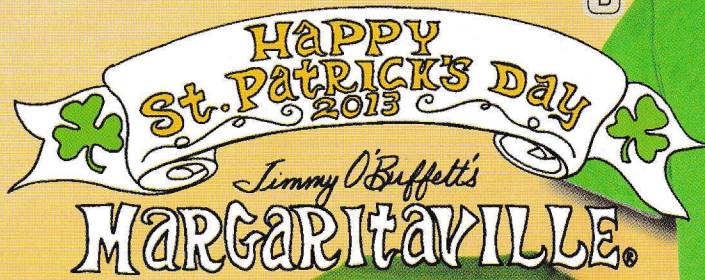


Photo: Rob O'Neal



(B)



(A)



FRONT LEFT CHEST

(C)



(D)



(A) St Patrick's Day T'
 "I have an Irish Soul I can barely control"
 Collectible 2013 design . Kelly Green
 S #21547, M #21548, L #21549, XL #21550 \$23.95
 XXL #21551 \$24.95 3XL #21552 \$25.95

(B) Drinking Club T'
 And for the ladies "Drinking Club" T. Perfect for St Paddy's day or any day!
 Tri-blend scoop tee, preshrunk 50% polyester/ 25% cotton/ 25% rayon. Soft touch, front cover-stitched 1x1 baby rib-knit set in collar. Envy Green
 S #21553, M #21554, L #21555, XL #21556 \$24.95
 XXL #21557 \$25.95

(C) Lighted Party Pilsner
 Light up clear plastic pilsner glass lets you know where your drink is at all times.
 3-light base featuring Red, Green and Blue LEDs. The light actions are controlled by a push button on the base. Push once for random flash, twice for steady blink and a third time for constant glow. Wide mouthed glass is 9 inches high and holds 22oz. Batteries included.
 #10127 \$10.95

(D) Red Bike Shot Glass
 Lyrics read: My old red bike gets me around to bars and beaches of my town
 #10140 \$6.00 each

(1)



The Weather is Here I Wish You Were Beautiful



- (A) I Love Margaritaville Ladies T'– says it all!**
Distressed print on a tri-blend ladies T' Junior cut. 50% polyester/ 37% cotton/ 13% rayon. Coverseam stitched rib knit collar, slightly wider neck opening. Red S #21634, M #21635, L #21636, XL #21637 \$24.95
- (B) Changes in Latitude Ladies T'**
Distressed print on a ladies long sleeve. 100% combed cotton. Topstitch ribbed collar. Taped neck. Softly shaped for a classic feminine fit. Black S #21558, M #21559, L #21560, XL #21561 \$27.95
XXL #21562 \$28.95
- (C) Woman to Blame Wine Woozie**
Neoprene wine glass sleeve will insulate your wine glass while feeling soft to the touch. It is fun, functional, stretchable, foldable and washable. No more warm wine to tolerate or wet glass to hold. Pink #9001 \$9.95
- (D) Ceramic Coaster Set**
Made in Key West Ceramic Art designed by local artist Maggie Ruley. Handmade and signed on the back by artist. Set of 4 ceramic coasters, each one measuring approx. 4" x 4". Rubber backed. #9663 \$27.00
- (E) Peace Love Shoulder Bag**
Fun new Tye Dye canvas shoulder strap bag has a great retro look with a fantastic swirl design. Peace Love Margaritaville Key West screenprint on one side. Long shoulder strap with clips. Two separate zipper compartments Dimensions: 8"H x 6.5"W. #12227 \$14.95

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

- (A) Parrot Lounge T'**
Trespassers will be offered a shot
Distressed print, garment dyed t-shirt.
Chocolate
M #21608, L #21609, XL #21610 \$24.95
XXL #21611 \$25.95

- (B) Margarita Zone T'**
Caution You are now Wastin Away in the
Margarita Zone Distressed print with
front center logo. Orange.
S #21612, M #21613, L #21614,
XL #21615 \$22.95 XXL #21616 \$23.95

- (C) 5:00 Tiki Hut T'**
Looks like a great place to hang out
anytime!
Natural
M #21617, L #21618, XL #21619 \$22.95
XXL #21620 \$23.95

- (D) 200 Years too Late T'**
Over 40 Victim of Fate. Dorm Green
M #21629, L #21630, XL #21631 \$24.95
XXL #21632 \$25.95

- (E) Weather is Here T'**
Caribbean Blue
S #21638, M #21639, L #21640,
XL #21641 \$22.95 XXL #21642 \$23.95

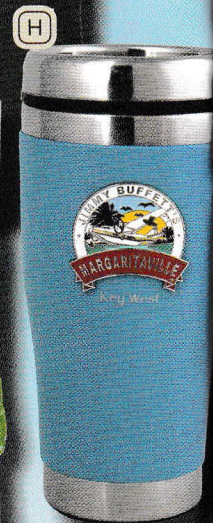
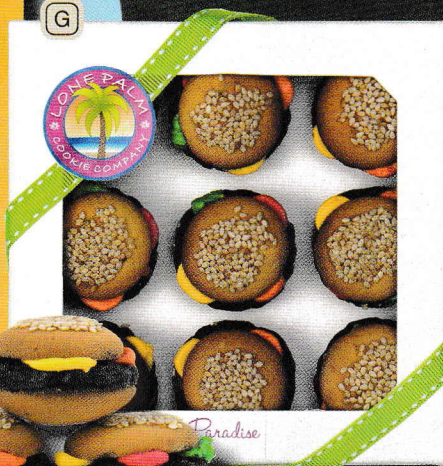
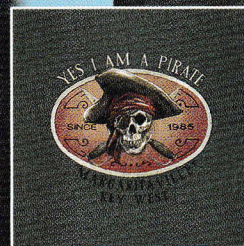
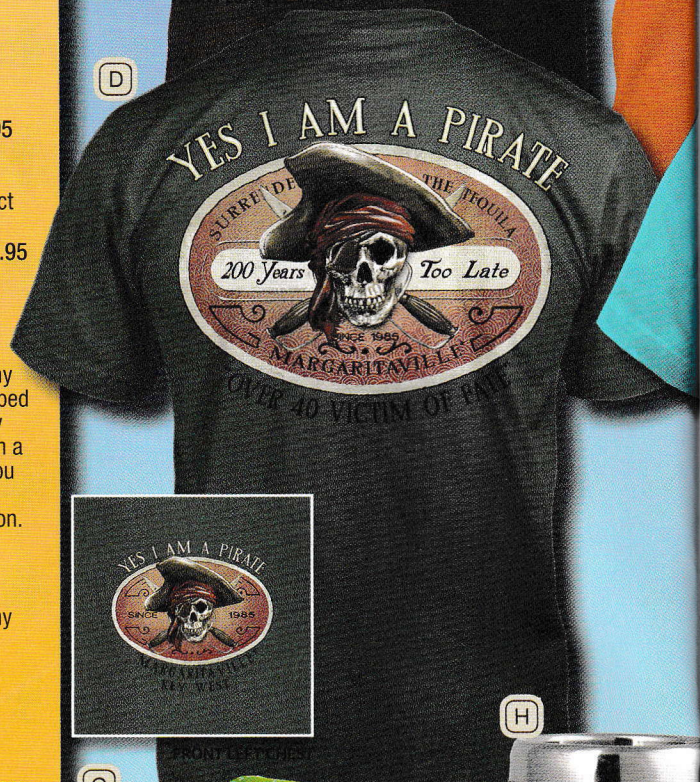
- (F) Bone Fishing Long Sleeve T'**
100% cotton long sleeve t-shirt, perfect
for a day of fishing. Navy Blue
M #21653, L #21654, XL #21655 \$27.95
XXL #21656 \$28.95

- (G) Cheeseburger Cookies**
Sweet Cookies from Paradise made in
the USA by Lone Palm Cookie Company
Nicely packaged box of 9 cookies shaped
like mini cheeseburgers. They not only
look great but they taste great too with a
chocolate mint flavor that will leave you
wanting more! Box measures 6" x 6".
Perfect for hostess gifts or any occasion.
#12232 \$10.95

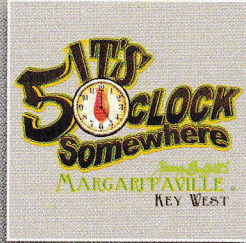
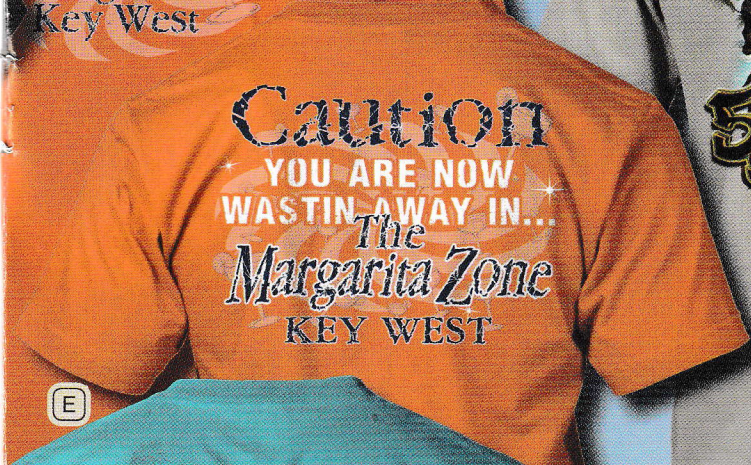
- (H) Leather Travel Mug**
Blue Leather exterior with metal Jimmy
Buffett's Margaritaville medallion.
16 oz. Stainless Travel Mug
#8684 \$16.95

- (I) My Key West Kitchen Cookbook**
By award winning Chef Norman Van
Aken and his son Justin. Follow them as
they stroll through Key West, re-creating
dishes from "little joints" and restaurants
both past and present. Organized by
Key West neighborhoods, the chapters
include "Duval and Downtown Crawlin",
"Places in the Hoods", "Places on the
Water", "Around Town These Days", and
"La Bodega". Now all food lovers can
enjoy the diverse flavors of Key West.
Hardback book, 192 pages
#10443 \$29.95

- (J) Wasted Away Again Sign**
Fiberboard wood sign with rustic metal
hanger, measures 12" x 5.75". Blue
#9919 \$19.95



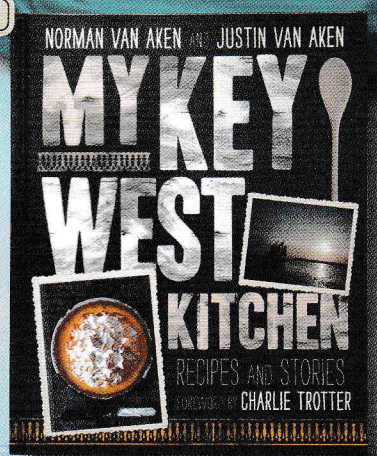
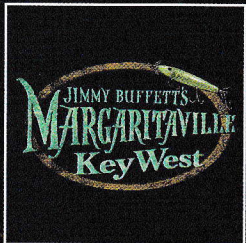
The Skies are Too Clear Life's Easy Today



FRONT LEFT CHEST



FRONT LEFT CHEST



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

Meeting the Mayor of Margaritaville

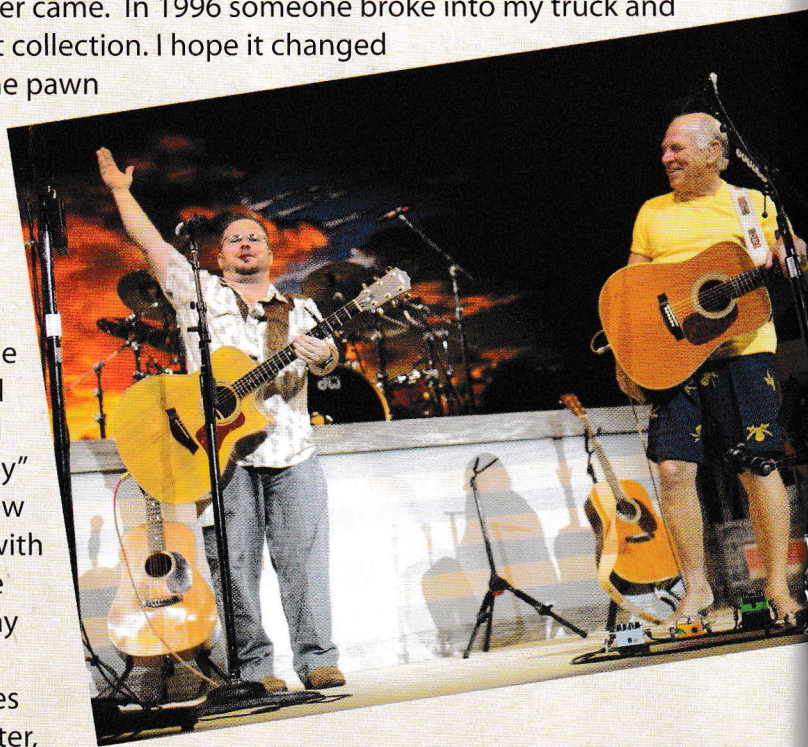
By Matt Hoggatt

I checked my bank account to make sure I had enough money to cover groceries and the entry fee. I was a little bit worried when I noticed that I had less than a hundred bucks, and payday was another week away. This is the sort of life you get used to when you are a cop by day and a bar-stool musician by night. I said "what the hell" though, and went ahead and entered the contest. American Songwriter Magazine holds this contest in each edition. You submit lyrics without music and receive a chance to win prizes and a write-up. I won 3rd place once before. It made me feel like a real songwriter to get that magazine in the mail every couple of months. This time was different. I couldn't remember what songs I had submitted. Maybe it was time for a long-shot. Maybe it was time for a song that worked well in the south Mississippi bars where I was playing. I could always send in the one about the redneck that married his cousin, or the grandmother that chewed tobacco. Not this time, this time I was sending in a song about Jimmy Buffett.

I was first introduced to Buffett by my parents on our annual family vacations we would take every summer. My first tape that's right, I said TAPE was Changes in Latitudes. My 13th birthday brought me the boxed set and I was hooked. That following spring break, we drove to Key West and visited Margaritaville, Captain Tony's and even snapped a few photos of Jimmy's House. That whole month, before and during our trip, I imagined what I would say if I got the chance to meet Buffett. The trip was amazing, memories were made, but Buffett never came. In 1996 someone broke into my truck and stole my entire Buffett collection. I hope it changed their life, I searched the pawn shops and used record stores for a year and my music never turned up.

As I became a singer/songwriter, it was a no-brainer to me why I started. I started because when I heard "A Pirate Looks at Forty" for the first time, I knew what I wanted to do with my life. I wanted to be a barstool singer. Many years and beers, jobs, almost college degrees and a wife and kids later, I learned that a barstool singer is a tough job to maintain, and unless you can pay the bills with free draft beer, it's tough to keep the lights on without some kind of record to sell.

I started writing the song "Dear Jimmy Buffett" in my kitchen one day a couple of years ago. I was boiling a few shrimp and reminiscing about my Key West trip. The thought occurred to me, what I would do if Buffett dropped in



on one of my shows? What would I say to him? I'd most likely stutter or say something redundant about being his biggest fan...unless I could sing my thoughts to him, yea that would work for sure. Would I ask for his autograph? No...maybe something unusual...how about a record deal instead? Hell you only live once. Write that down.

I won first place in the American Songwriter Magazine lyric contest in 2012 and an article was published on me, as well as the lyrics to "Dear Jimmy Buffett." At 7:35 a.m. on a Sunday morning I received an email that said "Give me a call, J.B liked your song." The chain of emails that followed that day led me to a stage in Birmingham and Tallahassee alongside who I now call Jimmy, where I performed my song and he performed his new song too, "Dear Matt Hoggatt." 21 years later, I was in Key West again, but this time I was headlining at Margaritaville and staying at Jimmy's house. On March 15th, 1993 I arrived at Margaritaville as a tourist, but on March 15th 2012 I was a performer. I guess life really does imitate art. Now, I have a record available on Mailboat records entitled "Hotter than Fishgrease" and I wrote most of those songs in my Kitchen too. Did I ever tell Jimmy what I wanted to tell him when I was 13 years old? Nope.... I can't remember what it was that I wanted to say. What I can tell you though is, never stop dreaming.

"Dear Matt Hoggatt"
By Jimmy Buffett

Hey Matt Hoggatt, you got my attention
With your winning songwriter's tune
You're all over Facebook, Google and Twitter
And you just might be more famous soon

So, I figured I needed to get you this message
Fame may not last that long
I did it the way we both know is best, I put it down in a song

Matt, back when I started it was no big secret
I was digging through oysters for pearls
It wasn't the fame, it wasn't the fortune
It was simply about meeting pretty girls

Luck and hard work and a little bit of talent
I would say those were the keys
And never stop dreaming
And never stop scheming
And I hope you are as lucky as me

Yeah, I got those planes and a restaurant chain
And I lived through a live stage-dive, too
Hey Dear Matt Hoggatt, I did hear you calling
And your message it really got through

Yeah, I've got those planes and restaurant chains
I want to buy you a Landshark or two
Dear Matt Hoggatt, I did hear your cool song
And buddy that is how you got here
So, let's talk about that record deal, this year

Lost Shaker of Salt Tour Inaugural Trip A Seasoned Success

In a world of sameness, a Margaritaville Travel Adventure stands apart. Climb aboard for a zany, unique adventure into a realm of interesting, unexplored pure fun. Heck, we're not off the beaten path, sometimes you can't even find the path to where we are going to take you. Laugh a lot, kick off your shoes, call the kid in you back for an encore, and bring some friends who haven't loosened up in a while. It's time to get into a Margaritaville state of mind.

Ken M: It was an adventure, not a tour, yet we experienced very interesting sites and also had a blast with the other members of the group. Group size was perfect and a great mix of personalities.

Anne E: This is one of the most relaxing, reality escaping trips I have ever been on.

Pam G: This has changed my thoughts about travel by bus and tour groups! The pre-planning info really made a difference. Also – never really sure if it's going to be “all that is promised.” It was and more!

Rick S: Total fun, educational (history of the area), and great bunch of people, your staff were excellent, professional, and above expectations.

Barb B: This was a great combo of planned and unplanned time.

Brenda S: The goals of the trip were given and means to achieve mapped out. I feel this has been a great trip and plan to do other trips with these leaders.

For future adventures please see www.MargaritavilleTravel.com



Kenny Chesney Loves Key West.

Rob O'Neal, Key West Citizen

The country music superstar has been visiting the island for several years and is no stranger to Jimmy Buffett's recording studio, wherever that is.

Over the past five years, Chesney has wowed crowds at Hog's Breath Saloon, Sloppy Joe's and now, for a second time, at Jimmy Buffett's Margaritaville Cafe, 500 Duval St.

Following an afternoon of phone calls and texts beamed around the island, the much-decorated singer took the stage about 8 p.m. to the delight of a packed house of mostly Margaritaville employees and their families. And though the show was put together on a whim the night before, it wasn't long before the whole town knew about it.

About 1 p.m., rumors began to fly about a free acoustic show. Fred Cravitz, a recent island import from Albany, N.Y., had even heard about it.

"I got the call from my buddy back home," he said. "It's all over Facebook."

Chesney was flanked Wednesday night by Buffett's guitarist, Mac MacAnally, and Keith Gattis, and the three strummed acoustic guitars from the comfort of their bar stools while playing songs ranging from MacAnally's "Back Where I Come From," which Chesney recorded in 1996, to Chesney's "Beer in Mexico," and "Hemingway's Whiskey," as well as the cafe's namesake classic.

But the true "lump-in-the-throat" moment happened when Chesney slowed things a bit, saying he didn't want to bring the energy down, but that he had received a call 20 minutes before showtime from a resident of Newtown, CT.

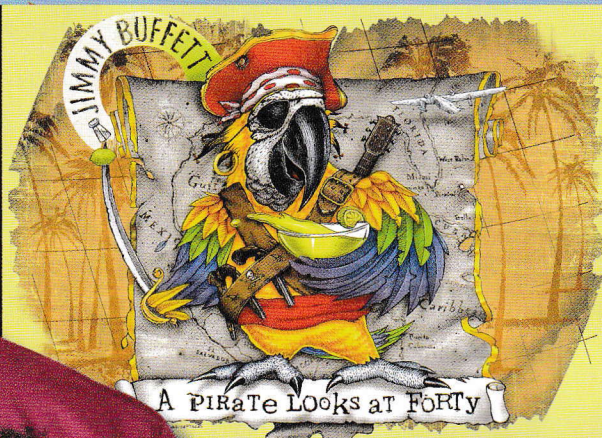
On the other end of the line was the mother of a young Sandy Hook Elementary School shooting victim. The grieving mother told Chesney her 6-year-old daughter would sing his 2002 hit "No Shoes, No Shirt, No Problem," every morning before school.

Touched by the gesture, he then dedicated the song to the child's memory, pointing toward the heavens as he sang. The crowd was visibly moved.

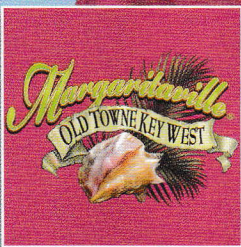


25% OFF

(A)



(B)



FRONT LEFT CHEST

(C)



(D)



(E)



- (A) **Pirate Looks @ 40 Boat Flag**
Measures 18" x 12". Two sided print.
#9965 WAS \$19.95 **NOW \$14.99**
- (B) **Lost Shaker of Salt T**
Old Towne Key West Design. Hot Pink
M #21147, L #21148, XL #21149 WAS \$22.95 **NOW \$17.19**
XXL #21150 WAS \$23.95 **NOW \$18.19**
- (C) **Land Shark Opener**
Resin stand up Land shark Bottle opener. Measures approx. 6" high with two sided print.
#3001 WAS \$12.95 **NOW \$9.69**
- (D) **Margaritaville Grill Spatula**
Embossed wooden handle with bottle opener on the end. Palm tree cut out on metal part. Total length 18.5". Metal spatula itself measures 4"W x 6"L.
#9300 WAS \$24.95 **NOW \$18.69**
- (E) **Land Shark Pint Glass**
16 oz. glass with 2 sided print.
#5915 WAS \$9.95 each **NOW \$7.49**

9 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 _____
TELEPHONE _____

E-MAIL _____
 MasterCard VISA AMERICAN EXPRESS DISCOVER

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

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.

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.



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

Margaritaville 2013 Calendar



Jimmy Buffett & Key West
IMAGES BY ROB O'NEAL

Margaritaville 2013 Calendar

Jimmy Buffett & Key West. Alternating months of Jimmy pictures and Key West scenic images. Photos by local Key Wester Rob O'Neal. Check website to view all 12 images. Measures 12" x 12". Made in the USA
#4000 WAS \$21.95 NOW \$10.99



I Don't Care What They Say

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

1-800-COCOTEL

Visit our website @ www.MARGARITAVILLEKeyWest.COM

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

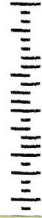


SAVE 15% USE DISCOUNT CODE JB2013

Happy Hour T

Distressed print with centered front logo measuring 9" across chest.
50/50 blend. Heather Charcoal
M #21120, L #21121, XL #21122
WAS \$21.95 **NOW \$12.99**
XXL #21123 \$22.95 **NOW \$13.99**

*****AUTO**ALL FOR AADC 522
P# 8 T 165 PK 1 38187
WKWV188200



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

PRSR STD
U.S. Postage
PAID
Margaritaville