

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

VOLUME 29 No.3

SUMMER 2013

MARGARTAVILLESTORE.COM

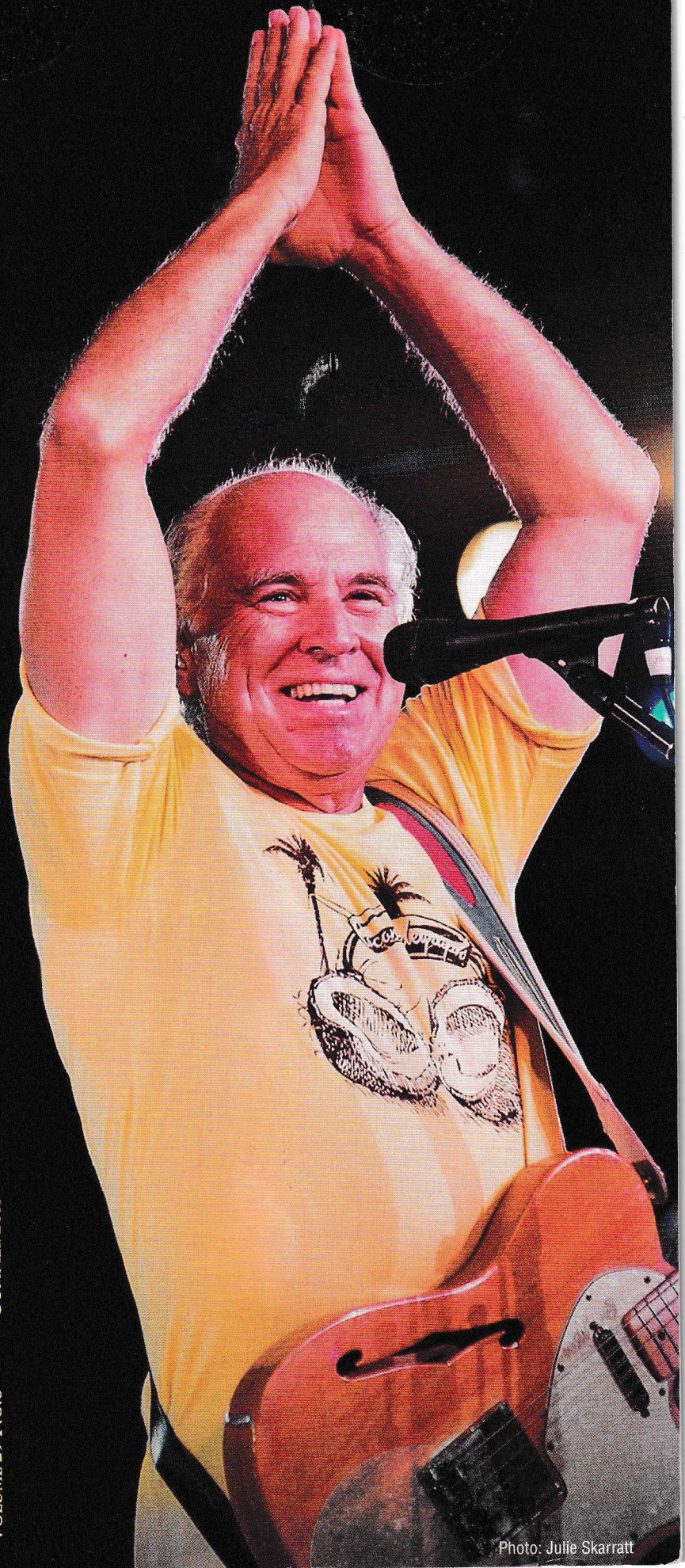
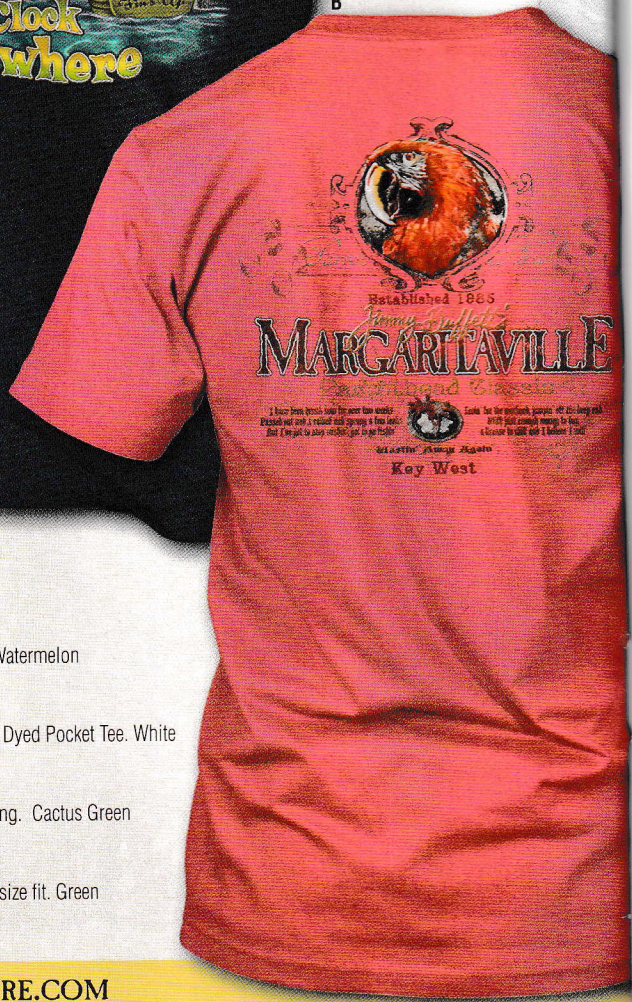


Photo: Julie Skarratt

MARGARITAVILLE KEY WEST



- A** Margaritaville Marina T
It's 5:00 Somewhere. Harbor Blue
#2756 | S-3XL \$22.95 - \$24.95
- B** Parrot Head Classic T
Distressed print with classic lyrics. Garment dyed. Watermelon
#2027 | S-XXL \$24.95 - \$25.95
- C** Lime Time Pocket T
It's Lime Time at the 5:00 Somewhere Bar. Garment Dyed Pocket Tee. White
#2523 | M-XXL \$25.95 - \$26.95
- D** One Step Ahead of the Jailer T
Lyric from the popular "Son of a Son of a Sailor" song. Cactus Green
#2046 | M-3XL \$22.95 - \$24.95
- E** Life's a Beach Tank Top
Garment dyed tank top. Distressed front print. Oversize fit. Green
#2721 | S-XL \$22.95

ADDITIONAL COLORS AVAILABLE ONLINE



WWW.MARGARITAVILLESTORE.COM

Visit website for complete assortment of tees and accessories.



FRONT LEFT CHEST



FRONT LEFT POCKET



FRONT LEFT CHEST



A Tropic Guitars Camp Shirt

Margaritaville Lifestyle Brand - "Washed in the Ocean, Dried in the Sun"

Very soft and lightweight for comfort, 100% cotton button down shirt with all over guitar print on a Sky Blue background. Natural coconut husk buttons. Machine washable, tumble dry low.

#3738 | M-XXL \$68.00

B Phlocking Cap

Front Embroidery with Jimmy Buffett's Margaritaville Phlocking - Parrot Head Party!
Key West side embroidery. Velcro back closure. Natural

#10547 \$18.00

C Motorcycle Tank Top

Distressed print with "Biker" design. Lyrics read: "Changes in Latitudes, Changes in Attitudes", Nothing Remains Quite the Same.
Garment dyed. Washed Blue

#2722 | M-XXL \$22.95 - \$23.95

D Cheeseburger Wood Sign

Die cut wood hanging sign measures 11"L x 5.5"H. Unique design crafted in the USA.

#10475 \$16.95

E Compass Rose Tumbler

Finely etched Compass Rose design on a 14oz. Old Fashioned Tumbler. Measures 4" high.

Lead-free crystal. Made in the USA.

#10456 \$9.95

F Ship Anchor Bottle Opener

This stout Anchor Bottle Opener features nickel-plated solid brass construction. Dimensions: 2 3/4" x 5 1/4" x 1/4". Boxed.

#10524 \$11.95

G Palm Tree Ceramic Tile

This decorative ceramic tile is hand-painted with layers of glaze that form brilliant colors when fired in a kiln. Raised-relief features on the tile provide a bold, striking appearance. Tile measures 8" x 8" and can be used as wall decor or trivet.

#10580 \$18.95

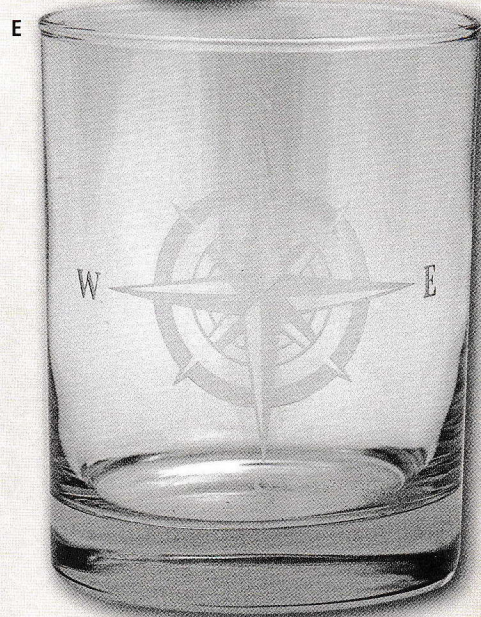
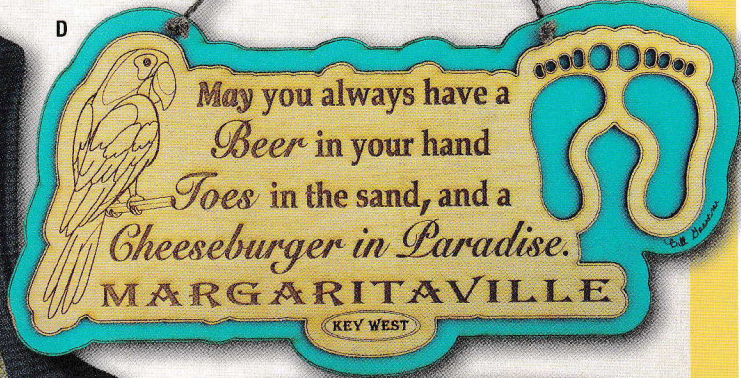
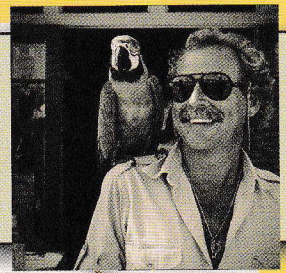


1-800-COCOTEL (1-800-262-6835)

Studio From St. Somewhere

Jimmy was in town early in January disrupting our annual staff meeting, greeting new employees, spending some time on the water, oh..and working on a NEW CD. Titled Songs From St. Somewhere, the collection of songs was written largely by Jimmy, along with some help from the usual suspects Mac McAnally and Will Kimbrough.

More on Songs From St Somewhere at MargaritavilleStore.com/Summer2013





A Be All Right Tye Dye T'

Come 5:00 that is! Fun colorful tie dye tee. (color pattern may vary slightly)
#2028 | S-XXL \$25.95 - \$26.95

B Fun Parrot Cap

Bright, colorful Parrot Hat with soft elastic headband. Not adjustable, one size fits most.
Perfect for any tropical occasion and A Must Have for any Parrot Head.
#10666 \$12.95

C Wastin' Away Travel Mug

16 oz. Stainless Acrylic Travel Mug. All over colorful Parrot print.
#10589 \$12.95

D Fin O'clock Bar & Grill T'

Drop in for a Bite...
100% microfiber performance polyester with Screen-Tec finish, wicks moisture away while also providing odor control. UPF 50+ sun protection. Bright Neon Yellow.
#2031 | S-XXL \$26.95 - \$27.95

E Shark Cap

"Can't you feel them circlin' Honey..."
Gray hat with large foam teeth, and goofy plastic eyes. Perfect for any Jimmy Buffett party, concert or any event that welcomes "Sharks that live on the Land"! Not adjustable, one size fits most.
#10667 \$9.95

Get your concert going attire.
Jimmy Buffett "Songs From St. Somewhere" 2013 Tour
See the dates online at MargaritavilleStore.com/tour



FRONT LEFT CHEST



A Growing Older...Just Not Up Chair

Nylon fabric lawn chair, measures 36" H x 32.5" W x 20" D. Completely collapsible; when folded it measures 36" H x 6.5" D. Carrying bag included. **Shipping charge is included in price.** Shipped separately using FedEx Ground delivery within continental U.S. (sorry, Express delivery not available).
#10416 \$49.95

B Hibiscus Cooler Bag

Fun Lime Green Cooler Bag is perfect for every on-the-go event. Insulated bag features:
• Adjustable shoulder strap and carrying handle • Two separate insulated compartments
• Zipper closure, front slip open pocket • Side mesh pocket • Dimensions: 16"W x 19"H x 6"D
#10882 \$29.95

C Growing Older But Not Up Beach Towel

Ever popular design is now available on a 100% cotton beach towel. The vibrant colors will make sure you are not ignored on the beach, on the boat, by the pool, ...you get the picture! Measures 58"L x 30"W.
#10415 \$19.95

D Green Acrylic Margarita Glass

This fun and colorful margarita glass features a green stem and assorted Margaritaville icons around the rim of the glass. Margaritaville printed on bottom. Acrylic Glass is 7" tall and holds up to 19oz.
#10424 \$9.95

E Beach Time Wood Sign

Hand carved and painted Palm Tree sign measures 22" x 7". A great art-deco piece for any room. Due to handmade nature, design could vary slightly.
#10654 \$16.95



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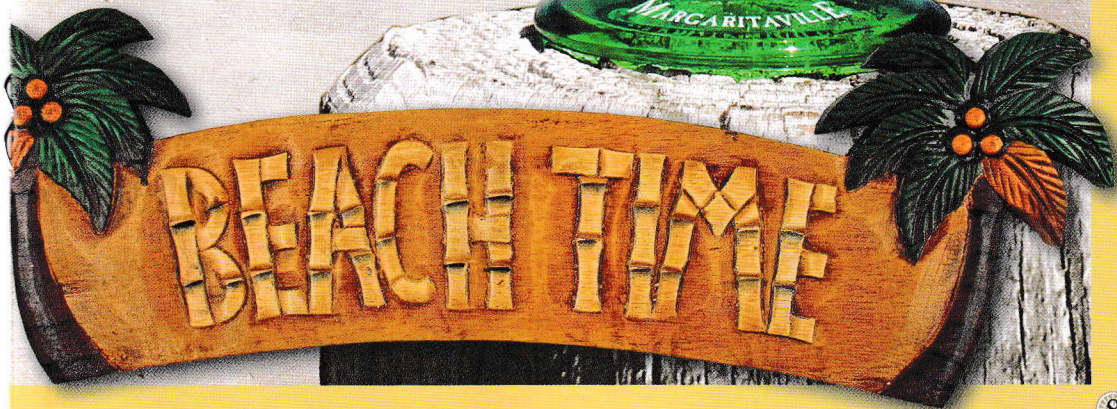
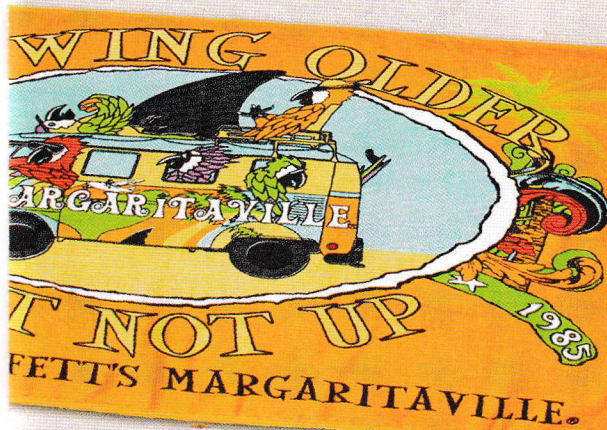
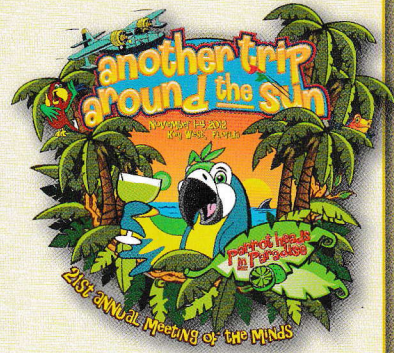
Parrot Heads in Paradise State of the Phlock - 2013

After all the hoopla surrounding the 20th Anniversary of Meeting of the Minds in 2011, the year 2012 may be remembered by some as an "ordinary" year around the Parrot Head Nation ... As if anyone could ever describe what Parrot Head Clubs do as being "ordinary"!

Is it considered "ordinary" for a group of common folks like us to raise \$3.46 million for various charitable causes as we did in 2012? I think not! Would anyone consider it "ordinary" for a group of common folks like us to donate, out of our personal time, almost 200,000 hours to charitable, civic and environmental projects in our local communities as Parrot Head Clubs did in 2012? Doubtful!!

As always, we worked hard and we played hard ... We had a lot of fun, we cavorted with old friends, we made new friends and, in what is becoming a distressingly common occurrence, we bid farewell to far too many beloved friends. What we most assuredly did, in a big way, was make a difference ... a difference in our communities, a difference in our environment and a difference in the lives of our fellow man as we continue to grow and prosper.

Read the full Parrot Head report at MargaritavilleStore.com/Summer2013





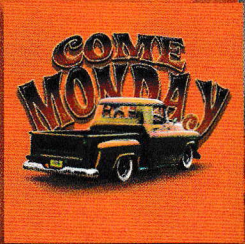
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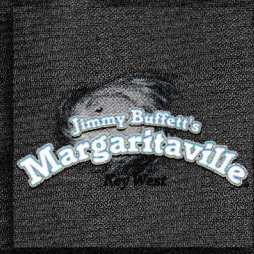
D



FRONT LEFT CHEST



FRONT LEFT CHEST



FRONT LEFT CHEST

- A 4th of July T'**
Celebrate Independence! White
#2757 | S-XXL \$22.95 - \$23.95
- B Come Monday, It'll Be Alright T'**
Hush Puppies may be out of style but a pickup truck and a guitar are always cool. Tennessee Orange
#2051 | M-3XL \$22.95 - \$24.95
- C Weather is Here Plaque**
Designed, handmade and signed on the back by local Key West artist Maggie Ruley. Wall hanging dimensions are approx. 7"W x 5"H with natural leather cord attached for hanging.
#10851 \$34.00
- D Trying to reason T'**
With Hurricane Season. Storm Grey
#2755 | M-XXL \$22.95 - \$23.95
- E Heaven on Earth Cheeseburger T'**
Not too Particular... Not too Precise... Garment Dyed, Blue
#2040 | S-XXL \$24.95 - \$25.95
- F Phlocking Parrot Head Party T'**
You will be noticed at your Parrot Head Party in this bright Key Lime Green Tee!
#2505 | M-3XL \$22.95 - \$24.95

ADDITIONAL COLORS AVAILABLE ONLINE

Marshall Chapman's new album - Blaze of Glory

Co-produced with Michael Utley

Todd Snider among special guests; Will Kimbrough, Casey Wood, and Jim Mayer.

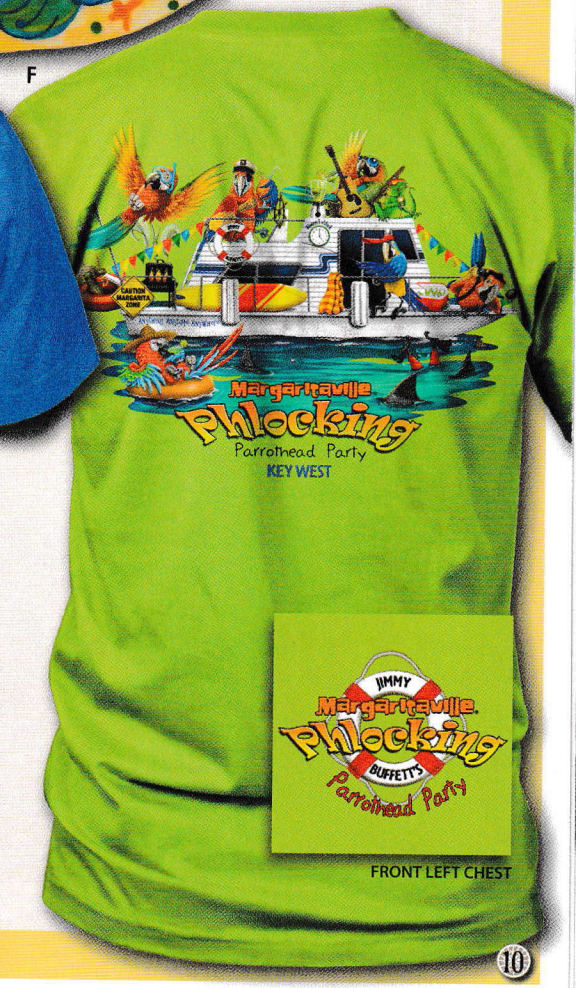
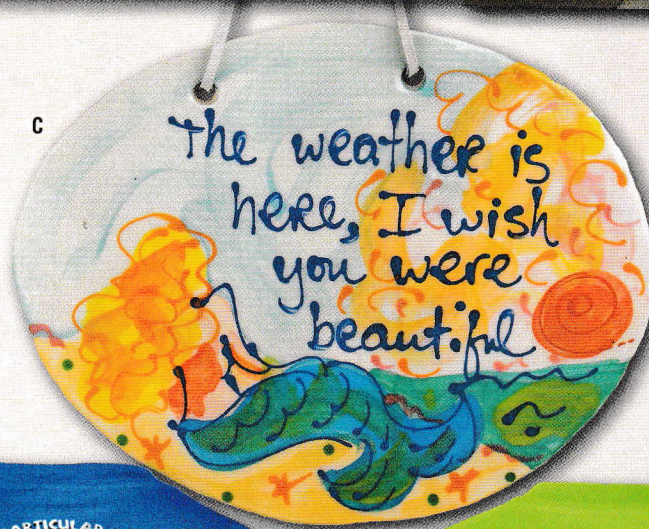
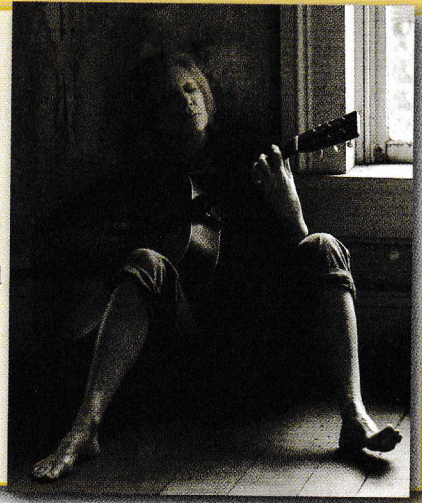
Marshall Chapman has been making records for longer than most of today's indie rockers have been alive. *Blaze of Glory* is her 13th release; her seventh on Tallgirl Records.

At age 64, Chapman is, as author Peter Guralnick put it, "A force of nature." Some might argue she's even picking up steam. In the last two and a half years, she's had a book published, seen her musical *Good Ol' Girls* open off-Broadway, acted in a movie (playing Gwyneth Paltrow's road manager in *Country Strong*), and recorded two albums — *Big Lonesome*, and the soon-to-be-released *Blaze of Glory*.

Many are hailing *Blaze of Glory* as Marshall's masterpiece.

Singer/songwriter Tom Russell says it's "Her best yet," and Rodney Crowell concurs, calling it "The most satisfying record yet from the 'Goddess of Tall.'" Available at www.TallGirl.com

Read More at MargaritavilleStore.com/Summer2013





A Tiki Bar Ladies V-Neck T'

It's 5 O'clock Somewhere. Pour me something tall and strong!
Ladies short sleeve tissue weight burnout V-neck, all over fusion print. Full classic ladies cut, 60/40 blend.

#2528 | M-XXL \$32.95 - \$33.95

B Wine Shack Cheese Server

It's the perfect item for a cheese lover heading to the beach or on the boat. This set includes a glass bottle shaped server with a nickel-plated spreader that won't tarnish. With a leather hanging loop attached, this server can also double as decor for the kitchen.

Dimensions: Server: 4 1/2" x 12 1/2", Spreader: 3/4" x 5 1/2"

#10519 \$12.95

C Wine Time Glass

It's Wine O'Clock Somewhere!
Screen print on one side of 15oz wine glass. Measures approx. 8" high.

#1058 \$12.95

D Glass Palm Tree Wine Stopper

Tropical and colorful Wine bottle stopper. Front and back has 3-D Palm Tree scene on oval beach background. Tapered O-ring fits most bottles, air tight seal allows bottle to be laid flat without leaking.

#10577 \$12.95

E Tile Icon Margaritaville Bracelet

Accented with tiny silver pearls and assorted Margaritaville Icon themed discs. (7 discs in all) Margaritaville themed bracelet is elastic and will fit sizes 6 1/2" to 8".

#49213 \$27.95

F Fun Shark Earrings

Fins to the Right (ear); Fins to the Left (ear)
Fun Sharks on front with a fins logo design printed on back, hang from a sterling silver fish hook. Accented with silver beads and bright orange Swarovski crystals. The each shark measures approx. 2".

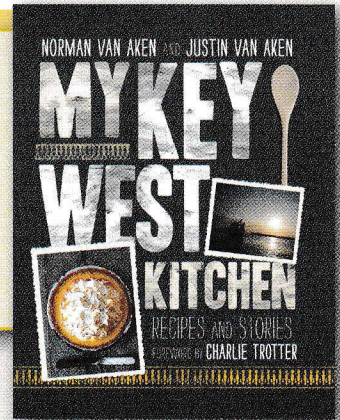
#10660 \$19.95



My Key West Kitchen

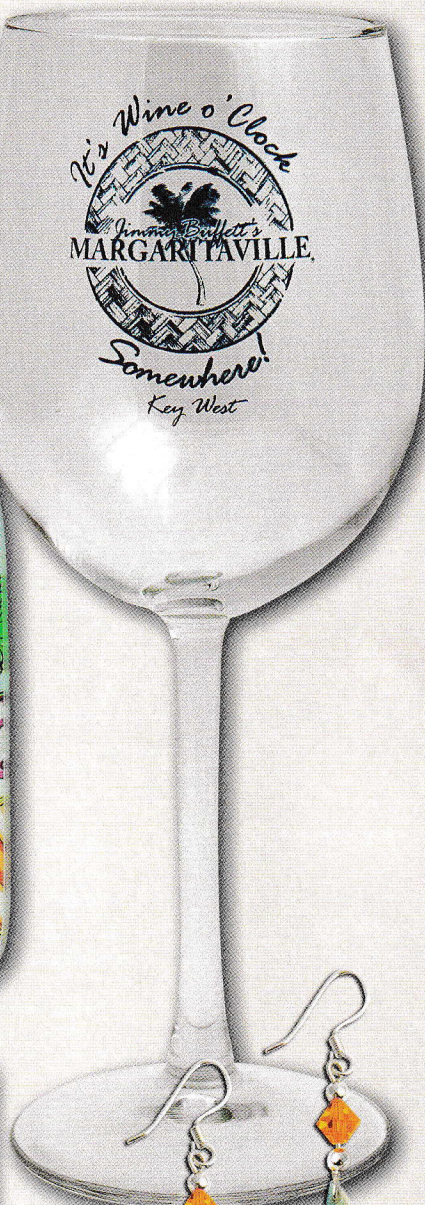
This new book is a culinary love letter to Key West from award-winning chef Norman Van Aken and his son Justin. Key West is where Norman first discovered his passion for cooking, and the unique cultural makeup of the island still influences the Van Aken's cuisine today. Follow Norman and Justin as they 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. #10443 \$29.95

Check out Jimmy's partner Sunshine Smith's Key Lime Pie recipe at MargaritavilleStore.com/Summer2013



B

C



E



ADDITIONAL TILE ICONS



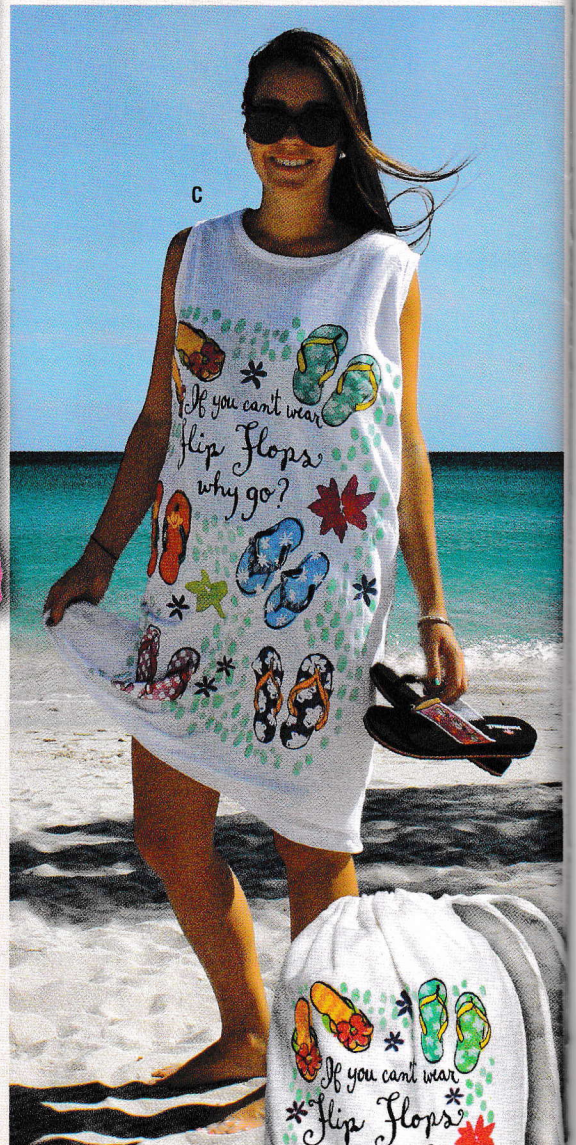
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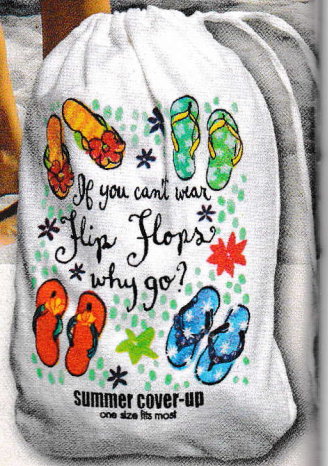
B



C

- A Having Fun on US1 Ladies Tank**
Fun feminine design on a unisex sized tank top. Neon Pink
#2725 | S-XXL \$22.95 - \$23.95
- B Flip Flop Kitchen Towel**
Nice oversized 100% cotton towel in vibrant tropical colors. Sewn in back is a corner ribbon so towel can hang on a hook, measures 20" x 30".
#10765 \$7.95
- C Flip Flop Sleeveless Cover up with Bag**
Hey, it's summertime and flip flops are the only shoes to wear! Artwork is silkscreened on 100% cotton, Tank Cover Up. One size fits most. Cover Up comes packaged in a matching, 100% cotton drawstring bag. White
#10490 \$24.95
- D Flip Flop Tote Bag**
Great bag to take on the go. This large 17" x 26" x 5.5" ripstop poly bag folds up nicely into the mini version which measures 5" x 5". Both bags have snap closure.
#12247 \$14.95
- E Livin' My Life Ladies Tank**
Livin' My Life in Flip Flops Ladies scoop neck jersey tank. Softly shaped for a classic feminine fit. Aqua
#2724 | S-XXL \$21.95 - \$22.95
- F Beach Patchwork Glass Case**
Perfect for eyeglasses, sunglasses or reading glasses! Microfiber covered hard case, includes cleaning cloth.
#12258 \$12.95

See website for full footwear assortment.





MARGARITAVILLE GIVES BACK

Sarah Sheer teaches all levels of Spanish at Key West High School and uses a variety of strategies to get even the most advanced students actively engaged. She keeps her finger on the Parrot Head pulse as well working part time at the Margaritaville Café. In January her students were selling raffle tickets to raise dollars for the Key West Rotary Dental program. The raffle prizes included among other things an automobile; a 2013 Nissan Versa to be exact. Sarah's students visited the Margaritaville Store in January when we were sponsoring a Wounded Warrior Event in the café. We purchased a ticket and in typical kindness Karma fashion won the raffle.

At first, we discussed just what we could do with the car to be positive in the community, such as advertise some groups that need support, or sell the car and donate the money or raffle the car and use the money for a specific give back to the community purpose.

Ultimately we realized that the reason we purchased the ticket to begin with was in keeping with our goal to give back to the community by supporting the Rotary Club's efforts. In February, Key West Margaritaville's GM Denise DiSalvo attended the Rotary Club luncheon and gave the key that was presented to us at the meeting back to the Club and received a standing ovation.

The raffle alone brought in more money for the Key West Rotary projects than any other year....with us returning the car, it was even more!! Denise says, "I wanted everyone to know what transpired ...I felt really proud to represent Margaritaville."



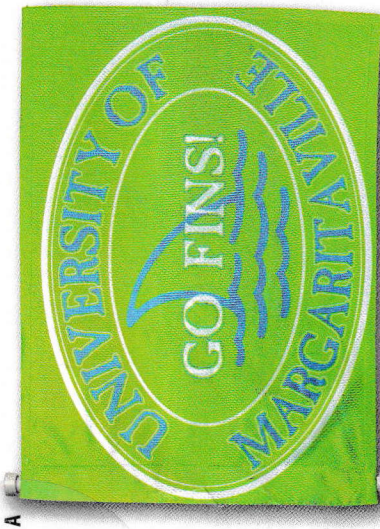
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A

A Fins Up Car Flag
 Double sided car flag attaches to your car window. Measures 11.5" x 15.5". Ride in style.
 #10030 ORIGINAL PRICE \$16.95 **NOW \$12.95**

B Tie Dye Tote
 Canvas tote with 1-sided print. Padded shoulder straps. Full zipper closure with small interior compartment. Dimensions: 14"H x 19"W x 6"D
 #1226 \$18.95

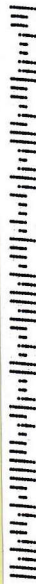


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