

# The COCONUT TELEGRAPH

MARGARITAVILLE SEPT 1987

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## CORONA EXTRA PRESENTS!

For the last three years Corona Extra has sponsored Jimmy and The Coral Reefer Band on their cross country summer tours. It's no mystery why Corona Extra chose Jimmy Buffett to be their national spokesman; the similarities between JB and Corona Extra are numerous. Despite a "humble heritage and lack of marketing support," both have risen to the top of the charts (so to speak) and seem very comfortable in their assumed position. Corona Extra is now the #2 imported beer in the U.S. and the reviews and sold out audiences speak for the success of the "Parrot Looks At Forty" Tour. Both Jimmy Buffett and Corona Extra have succeeded in markets where loyalty is as common as frost in Key West. Mike Mazzoni, executive vice-president and general manager of Barton Beers, LTD, one of only 2 U.S. importers of Corona Extra, feels that Jimmy is "the ideal representative and spokesman for Corona Extra and we feel fortunate to be associated with a singer / songwriter of his talent and broad popular appeal."

In some parts of the country getting a Corona Extra with a slice of lime is about

as difficult as getting a front row ticket to a Jimmy Buffett concert. An unheard of Mexican working class beer rose with little or no advertising to #5 imported beer in the U.S. available in 21 states. Likewise JB videos are not featured on MTV, his music is rarely if ever heard on the radio, and yet he has earned several gold and platinum albums, and sets the standard for live performances. In September of 1985 Jimmy signed a "broad-ranging sponsorship agreement" with Corona Extra to act as national spokesman. Jimmy has also written and recorded a theme song for Corona Extra to be utilized in a radio campaign. Unfortunately, this campaign has been temporarily shelved. Why? Since signing the agreement with Jimmy, Corona has become the #2 imported beer and is now available in 31 states. Any aggressive advertising would create a demand that could not be met. In some parts of the country available supplies are already being rationed. While we are in no way suggesting a direct causal relationship between JB and the phenomenal success of Corona Extra, it would appear that Corona Extra made a wise decision.

## COCONUT COMEBACKS

WHAT  
IS A  
CAJUN  
MARTINI?

Over the years, so many of you alcohol obsessed parrot heads out there have filled our P.O. Box with this question that we felt it was time to address it. To find out the correct answer we went on an extended field trip to Louie's Backyard here in Key West and asked Gentry (I told him I'd use his name) to demonstrate a cajun martini. Despite his brief and simple directions, we felt it necessary to research this question for the greater part of the afternoon. First, choose the alcohol to prepare the martini; some use gin, but we prefer vodka. Seed one jalapeno pepper and place in the bottle of alcohol for at least 24 hours, then simply follow the usual directions for making a martini using the jalapeno spiced alcohol with vermouth. One final note; to really impress your friends, garnish

with either pickled okra or an olive stuffed with jalapeno pepper. And remember, don't drink and drive.



I have a friend that loves Josh Leo. He is or was with Jimmy's band. This lady loves his overalls! Is there any way of sending a pair?

Mary Wagner.  
Gatlinberg, TN.

*Although Josh Leo could not be reached for comment, in certain circles surrendering ones pants to a stranger could possibly be misconstrued as being in poor taste. The GT staff feels that this sincere, but misguided request, should be reconsidered.*





B A C K T O S C H O O L



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1987  
TOUR BOOK

A pictorial retrospect  
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Front



Back



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# DOLPHIN LAB

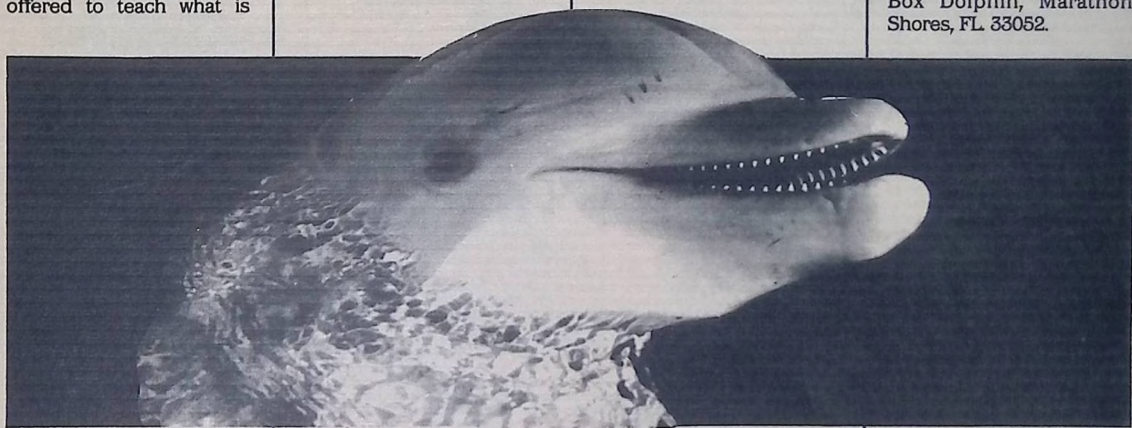
Those looking for an alternative educational experience can find it at Dolphinlab, in the Florida Keys.

This unique research station introduces limited groups of students to a family of bottlenose dolphins and dolphin experts living and working together. Seminars and lab workshops are offered to teach what is

known and not known about dolphins. Dolphin lab is designed to satisfy one's natural curiosity through close personal contact and scientific inquiry. Dolphins are studied through several disciplines with both classroom and field studies; Dolphin Behavior, Language-like

Behavior in Dolphins, Dolphin Training, and Dolphin Husbandry. Field studies on the local reefs and islands expose students to a vast subtropical marine wilderness containing many rare plant and animal species found nowhere else in North America. These studies in

clude Reef Ecology, Subtropical Coastal Ecology, and Marine Ornithology. Dolphinlab is an education program of the Dolphin Research Center, a private, not-for-profit research and education institute. For more information about enrolling in Dolphinlab, please write Dolphin Research Center, P.O. Box Dolphin, Marathon Shores, FL 33052.



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