



### *The Rest of the Frozen Concoction Story*

Scott Emley, 2022-06-10 – Slightly humorous to me is that journalists transplant into Texas, into Austin, and think good journalism is [regurgitating a story](#) that has been retold in its simplest form since it was first realized. Regurgitating a story out of convenience, because Jimmy Buffett happens to be playing for Fins in Austin this weekend at the new and totally awesome Austin Moody Center. No offense to the KXAN writer, and yes, it is true... Jimmy Buffett tasted his first frozen margarita in 1976 on Anderson Lane at the then-brand-new Village Shopping Center in an anchor pioneering Mexican Restaurant called Cocina del Sur. (Correction, Ricky Garcia, the landmark still exists, just changed names a couple times. At least [Bobby Moore got it right](#) in his Wide Open Country article!) In several interviews, Jimmy Buffett credits Cocina del Sur as serving his first ever frozen margarita ... about how afterwards, he and his flip flop gang wrote the lyrics to arguably his smash hit, “Margaritaville”. I say “arguably” because as a true Fin Fan and aspiring Parrothead, I LOVE “Margaritaville”, but I appreciate other songs even more ... and the story behind each of his songs ... like the music video for “Come Monday” ([how it was made](#)), or let’s sing a song about a cheeseburger. There is even a backstory of “Volcano”, and at the time dormant — Soufriere Hills volcano in Montserrat, where he recorded during May of 1979. Soufriere, by the way, “volcano blow” in August of 1995. “Son of a Son of a Sailor”? That’s me – or son of a daughter anyways. In any case, I digress. When I learned that somehow ... unknowingly ... my company High 5 decided to sign a lease at 2700 W. Anderson Lane, and that no one before had connected the dots that our building, which has since been a Fuddruckers, The Goodnight, and only my landlord knows what else, was originally

Cocina del Sur. This is the point in the story where that “good journalism” ends. Hey cool, Jimmy tasted his first Margarita in Austin ... and the place still exists (after changing hands a few times). But what is TRULY Austin and GREAT journalism is the story behind **how that frozen margarita got there in the first place**. Believe it or not, the story is just as much about Jimmy as it is about Jimmie ... as in, Jimmie Lung, owner of Cocina del Sur.



**Joe Lung, PICB-21150,  
Austin History Center**



**Joe Lung Café on San Jacinto, 1920s**

A descendant of [Joe Lung](#), Jimmie is one of Joe’s grandsons through Joe’s son Jim. Joe Lung’s family is one of the first Asian

American immigrants to settle in Austin, which is probably a great story in and of itself. To come to the United States just after the civil war (1876) at the age of 12 as a railroad worker, to have your work terminated because the railroad was not to be finished, to bravely open up a restaurant, and that restaurant “Joe’s Café” becoming one of

the staples in Austin... not just for its 25 cent steak and simple veggie dinners, but also for the egg rolls that Joe would make his customers for free – because no one knew what eggrolls were at the time. Egg rolls got me through college at UT Austin ... many know that. Can you imagine? Joe and his wife Dora eventually settling in Austin within a Hispanic community, the Lung family has quoted it was like living as a minority inside a minority. An amazing success story, Joe and his wife Dora had a sprawling family of several children – nine, in fact! There was Annie, Lula, Jim, Jesse, Charlie, John, Inez, Arthur, and Sam. Though Joe passed away in 1926, his family and the Lung restaurants grew! There was a time in Austin – starting over 100 years ago and continuing for decades – that Lung restaurants were THE PLACE for Austin to get Chinese food. Not like now, where you can go around your street corner or have a food service pick up your newest Asian Fusion cuisine. Chinese food was new to Austin, and as one of the Lung children put it, they were the ones that taught Austin how to use chopsticks! Still with me? Jimmie Joe Lung, son of Jim Lung and grandson to Joe Lung, was proprietor of one such Lung’s Chinese restaurant on Burnet Road, but true to Austin and its melting pot ability, the Hispanic neighborhood influence sparked a brave career pivot for Jimmie, a descendant of an Asian American immigrant pioneer and one of the heirs to the great Lung name of Chinese cuisine restaurants ... to bravely build a Mexican restaurant! So, in 1962, with the help of developers Irving Ravel and Samuel Marks, Jimmie built and opened Cocina del Sur on 5517 Burnet Road.





**Y'ALL COME**—Jimmie Joe Lung extends an open door and a waiting handshake to Austin friends on the first anniversary of his Mexican-food restaurant, Cocina del Sur at 5517 Burnet Road. Lung, who prepared his native Chinese dishes at Lung's Chinese Kitchen for 15 years, turned to Spanish

foods with happy results, and Cocina del Sur has been a favorite dining place with Austinites for the past 12 months. His trademark at Cocina del Sur, featured on menus and matchcovers, is the striking Aztec calendar replica which occupies a prominent place in the foyer of the restaurant.

American Statesman/UPI

## Lung's New Place To Have Mexican Food

For many an Austin moon the name Lung has been synonymous with chow mein, chop suey and egg flower soup.

Soon it will also stimulate thoughts of enchiladas, chili and acos.

The widely known Lung's Chinese Kitchen is expanding — by opening a Mexican food restaurant.

The tortilla and fried beans place will be in a building soon to go under construction at 5503-511 Burnet Road.

A \$60,000 permit has just been issued by the city to developers Irving Ravel and Samuel Marks. Will affable Sam Lung eventually add Chinese cuisine to the northside restaurant's menu?

"That's food for thought for the future," said Lung.

Since 1946, Lung has operated the Chinese Kitchen at 1128 Red River in partnership with Charlie Lung, a brother, and Jimmie Joe Lung, a nephew.

Actually, the Mexican food business is not new to the Lunges. They have two successful Mexican restaurants in Houston — La Fonda (The Inn) and La Paloma (The Dove).

But in Austin, Lung's still means egg roll and almond cookies.

## Lung's COCINA DEL SUR MEXICAN FOODS

5517 BURNET RD.  
Phone GL 2-5343

1st Anniversary

From Our Menu



**TAMPICO**

HUACAMOLE SALAD — BEEF TACO  
ENCHILADA — TAMAL (CHILI GRAY)  
FRIEDS REFITOS  
ARROZ a la MEXICANA  
COFFEE or TEA  
CRUSHED PINEAPPLE or SHERBERT

**\$1.10**

**MONTERREY**

HUACAMOLE SALAD — BEEF TACO  
CHILI CON QUESO — ENCHILADA  
TAMAL (CHILI GRAY)  
FRIEDS REFITOS  
ARROZ a la MEXICANA  
COFFEE or TEA  
CRUSHED PINEAPPLE or SHERBERT

**\$1.35**

SOMETHING FOR THE GOURMEN

ENCHILADAS

Lung's Sweet Cream

95¢

Original Chili Relleno

Meat

1.20

The Following Firms Congratulate Lung's Cocina-Del-Sur!

Austin Linen Service

10 E. 5th St.

OR 6-2346

Austin Restaurant Supply

10 N. 1st St.

OR 5-1127

J. P. McFarland Refrign., Inc.

10 E. 5th St.

OR 6-0723

Gene's Plumbing & Heating

Nehra Produce

801 E. 4th

OR 7-4411

Tony's Tortilla Factory

1300 E. 7th

OR 5-4428

Austin Paper Co.

400 Colorado

OR 5-4737

City Meat Co.

1425 E. 7th

OR 5-3334

Dean Meat Co.

Arthur Smith Produce

7001 Burnet Rd.

ND 5-4443

Rex D. Kitchens Constr. Co.

1015-1483

Dean Johnston, Inc.

Electrical Construction

Marvin Hartmann

For 13 years, Cocina del Sur was a hot spot for Austinites to get their Mexican Food fix ... so much that in 1975, a new development on Anderson Lane called The Village, developed by Jones-Lake Co out of Dallas, was about to open and was looking for anchor tenants. Polling many original Austinites today, they all know about The Village. In its day, it was the premier

development in the city ... and with several restaurants and shops joining the development, it became a common destination for most of the city. The development boasted a 4-screen theater (called Village Cinema IV, now Alamo Drafthouse IV), Lock Stock & Barrel for prime rib, steak, and seafood (quite sure where Cover 3 is now), Ice Box for ice cream and candies, a tennis shop, kids show shop, bridal shop, men's clothes, women's clothes, coin shop, golf shop ... The Village was THE PLACE. Can I get an Amen from anyone who remembers? So, in 1975, Jimmie opened Lung's Cocina del Sur in The Village, and it, of course, was an instant success. If that wasn't enough, Jimmie had heard about a relatively new innovation in Dallas.



## Store Folk All Set In Shopping Center

Opened last fall, The Village Shopping Center now has 33 shops open for business. They are:

1. Lock, Stock & Barrel — restaurant & bar — prime rib, steak & seafood.
2. Brooksies Woman's Shop — clothes for the fuller figure.
3. Clyde Campbell — men's clothing.
4. Ice Box — ice cream & candies.
5. Poise'n Ivy — women's shop.
6. Cocina del Sur — Lung's Mexican food.
7. Sebring — hair designers.
8. The Golf Shop — golf accessories.
9. Coins, Ltd. — coin shop.
10. Cloud Nine — gifts & decorative accessories.
11. Braley Travel — travel agency.
12. Karolines — Cards, gifts & Candies.
13. Guild Hall — art gallery.
14. Children's Shoe World.
15. Donnee's — gift & bridal items.
16. Foxy Lady — women's clothing.
17. Village Book Shop.
18. B.C. Rogers Village Optical — optician, contact lenses & eye wear.
19. Dave Parsons men's wear.
20. Top Spin — tennis shop.
21. Cheesekeeper — cheese & gourmet items.
22. J. Gatsby — restaurant & bar.
23. Village Hobby Shop — hobbies & models.
24. Sky Band — turquoise & silver jewelry.
25. English Gent — men's continental clothes.
26. Her Place — women's clothes.
27. Stamp Mart — stamps for collectors.
28. Cassini Tailor — tailor-made suits & alterations.
29. Salem Jewelry — fine jewelry & repair.
30. Portraits by Olivia — portraits & posters.
31. The Pedaler — bike shop & repairs.
32. Stretch & Sew — knit

fabrics & sewing classes.

33. Village Cinema IV 4-screen theater.

34. Paris South — coming in November.

Upon completion, The Village will have 50 stores. An additional 31 small shops devoted to arts and crafts will be located in Fitzgourri in The Village, an enclosed building located on the east side of the center.



Slight backup: on May 11, 1971, an unrelated restaurant owner named Mariano Martinez pulled the lever on the [first ever frozen](#)

[margarita](#). He had the idea, according to his interview with the Smithsonian (where you can find the original machine!), because he had offered frozen margaritas via a blender — an old family recipe — during his opening nights of his restaurant Mariano's Mexican Cuisine near SMU in Dallas. His bartender could not keep up with the orders, and thus quality suffered. Mariano stopped into a 7-Eleven and saw a slurpy machine and thought "hey, I could use a soft serve machine to concoct our signature drink". As such, Mariano's is credited for building the first ever margarita machine, cranking out frozen margaritas for decades with that first machine until



it petered out, and has ultimately credited heritage and technology for such an important discovery: "The golden ratio was two parts of the past and one of the present."



**JIMMIE Lung's**  
**COCINA DEL SUR**  
RESTAURANT & BAR  
CHINESE & MEXICAN FOOD WITH A DISTINCTIVE FLAVOR

**WAYNE HOLTZMAN**  
THE SERENADING GUITARIST  
FRI.-SAT.  
7:00-10:00

**AUSTIN'S FIRST & FINEST FROZEN MARGARITAS**

**THE VILLAGE**  
2700 WEST ANDERSON LANE  
AUSTIN, TEXAS

CLOSED SUNDAY

PHONE 451-8176

Fast forward to 1975: news of the frozen margarita machine had made its way to Austin, but no one had made the investment (much less knew how to get a unit). Enter back Jimmie Lung! Jimmie had heard about the popularity of the drink, and thus, acquired the first ever frozen margarita machine into Austin! Just like Mariano's in Dallas, Cocina del Sur quickly became known as "the place you get a the Frozen Margarita!"

Then, the story goes back to the headlines – that Jimmy Buffett wrote "Margaritaville" in Austin in 1976 after tasting his first frozen margarita at Lung's Cocina del Sur restaurant, where High 5 is today in the Village Center strip mall on Anderson Lane. After drinking that first concoction at Cocina del Sur, Jimmy sat on the deck of the house at which he and the Coral Reefer band were staying and began singing some lyrics about flip-flops, pop-tops and a lost shaker of salt.

As Austin population and its restaurant scene continued to grow, and as Jimmie got older, he decided to shut down the restaurant in the 1990s. During their almost 30 years in business, Cocina del Sur was a tremendous success. In addition, the employees at Cocina del Sur were active together outside of the restaurant ... competing regularly and sometimes winning the Austin Men's Bowling Championships at the Brunswick-Capitol Bowl (Dart). So it goes that bowling already had a concentric circle with what later became The Goodnight, and which is now High 5. While telling the story verbally over the last few years, I have found that SO MANY of my friends have connections to either Jimmy Buffett – like my teammate Major Applewhite. His father, Larry, was Jimmy's roommate in college! (Let THAT be a tough Texas Football trivia question/answer!) Or Russ Caccamisi, who is a renowned Austin musician and former bass guitarist for The Box Tops, owns that PostNet in Bee Cave, is close with some of the band members. Or my financial advisor, Erik Antenner, who grew up with Lung as one of his greatest friends. Upon visiting the Austin Historical Society, there was SO MUCH AMAZING history of how the Lung family got here, against great odds, and successfully built a

## Scores soar in keg meet

By WILBUR CALLAWAY  
Sports Staff

Class A teams stole the limelight Saturday at Brunswick-Capitol Bowl as the 32nd annual Austin Men's City Bowling Championship Tournament opened a two-weekend stand with some high scores posted in the opening round.

The Windsor Park Shell team, composed of captain Jim Stringer, Matt Miner, Jerry Sewell, Terry Bell and Dave Teaney, rolled up a 3124 score, tops of the day in any class, for the Class A lead, while the Rampaging Monsters weren't too far behind at 3035, followed in

third place by Lane No. 2 at 3046.

The Super Stars (captain Elmer Entrop, Gene Weaver, Dale Crumbaugh, Earl Shaner and Frank Hinman) grabbed the Class B lead with a 3036, just ahead of Bush Pest Control at 3019 and Kingman Realty at 2977.

The Class C lead went to Nelson's Spec. Supply (captain Kenneth Nelson Jr., Jerry Ball, Dennis Cornelius, Kenneth Nelson and Mike Easley) with a 3064, only four pins better than runnerup Craddock Furniture at 3060, with Raymond's Drugs third at 3052.

The Watch Out team took the lead in the Classic class with a 2877, well ahead of runnerup Cocina Del Sur at 2830 and third-place Almost Didn't at 2800. Members of the Watch Out team are captain Barry Watts, Bobby Morris, Don Harris, Ray Chandler and Ralph Felps.

Singles and doubles entries will hit the lanes for their first round of action Sunday. Shifts are set for 9 a.m., 12:15 p.m. and 3:30 p.m.

### MEN'S CITY TOURNAMENT

**TEAMS**  
CLASSIC: 1. Watch Out 2877, 2. Cocina Del Sur 2830, 3. Almost Didn't 2800.

**CLASS A:** 1. Windsor Park Shell 3124, 2. Rampaging Monsters 3035, 3. Lane No. 2 3046.

**CLASS B:** 1. The Super Stars 3036, 2. Bush Pest Control 3019, 3. Kingman Realty 2977.

**CLASS C:** 1. Nelson's Spec. Supply 3064, 2. Craddock Furniture 3060, 3. Raymond's Drugs 3052.

multi-faceted and multi-city restaurant empire, and give so much back to the Austin community... then to take a risk on a new contraption called a frozen margarita machine, just in time for Jimmy Buffett to stop by and taste it and be inspired to write his greatest hit. Arguably, the story of “Margaritaville” started 100 years before, when Joe Lung first immigrated to the USA. Ironically, no one ever put the pieces together until now to realize that **the walls still stand** – albeit now as a scratch kitchen American Cuisine entertainment center. And, of course, frozen margaritas.

And that, as they say, is The Rest of The Story. High 5!

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#### Citations:

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- Thank you to the **Austin History Center**, **Austin Public Library**, and especially to the Asian American historians on site to help with so much information on The Lung Family! I’m sorry it took over 2 years to finally write the Rest of the Story, but hope I honor their history and place in Austin history!
- [Lung v. Lung et al. 259 S.W.2d 253 \(1953\) | Texas Supreme Court | May 19, 1953](#)
- [Joe Lung | AustinTexas.gov](#)
- [Come Monday - Jimmy Buffett - YouTube](#)
- [How an Austin margarita inspired Jimmy Buffett's Margaritaville \(kxan.com\)](#)
- [The Texas Origins of Jimmy Buffett's 'Margaritaville' \(wideopencountry.com\)](#)
- [The Uniquely Texan Origins of the Frozen Margarita | At the Smithsonian| Smithsonian Magazine](#)