



THE ENLIGHTENMENT

During our 2 ½ years here in the beautiful surrounds of Avoca Beach lots of visitors have asked "what is Tiki"?

Tiki is simple, if you want to look historically and geographically, Tiki is defined by Pacific islands culture. These connections however are loosely interpreted; Tiki for us is more American kitsch than a Polynesian fine art form. In 1934 Tiki culture was born in a small bar "Don the Beachcomber's" in Hollywood CA. The visionary behind modern "Tiki" culture Donn Beach created cocktails based on rum and decorated his bar to mimic the rum shacks he'd come across in Jamaica. He was closely followed by another restaurateur, Trader Vic. Like Donn he based his cocktails substantially on rum, he decorated with fishing nets, stuffed fish and carved Tiki poles -Tiki culture was born!

The version of Tiki Culture that we have embraced is inspired by the casual elegance of 1950's Americana, garnished with Hawaiian and Polynesian pop culture. By blending these specific styles of food, drinks, and the décor we have created our own Tiki inspired escape

The food at Mojito Joe's is best described as share-fare. A combination of Pacific rim and Asian cuisine, drinks are mostly rum-based, complex, traditionally punchy rather than sweet.

At Mojito Joe's, it's all about living the good life the way the cocktail set did back in the day; having fun, listening to jazz and island music, with a jungle twist, all to the background of the waves crashing on Avoca beach.

Cheers & enjoy,

Joe.