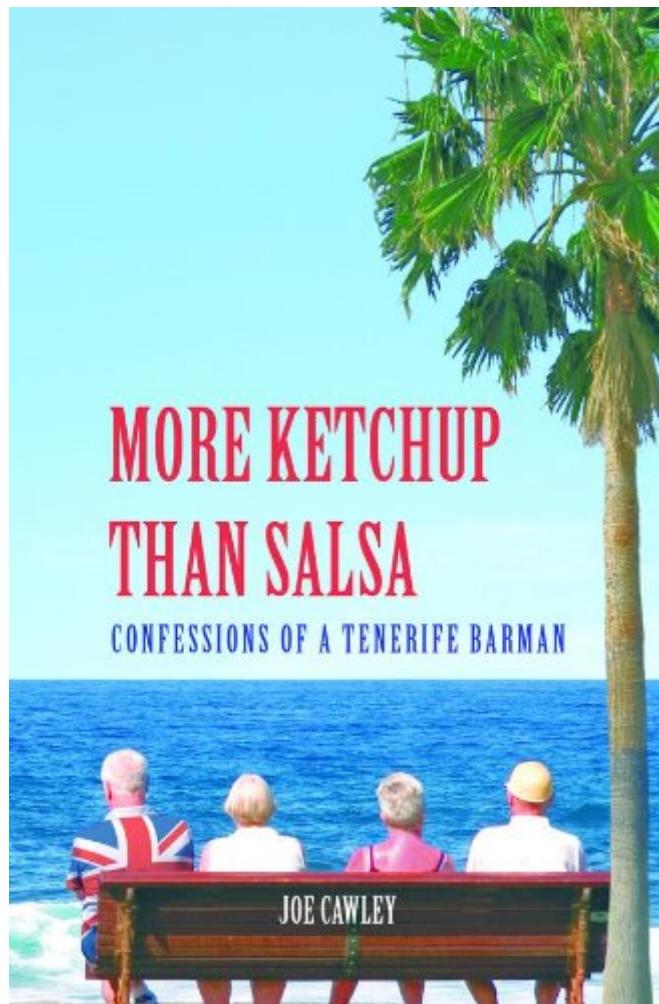


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# More Ketchup Than Salsa



## Synopsis

Have you ever thought about making a new life abroad?"Dreams can come true!""Fantastic, hilarious, painful. Completely un-put-downable. Probably the best book I have read this millenium!""If you buy one book this year... get this!""Brilliant book... very funny...""It was while holding aloft a not altogether pleasant-smelling mackerel that the decision was made. The March rain hammered on the rotting tin roof high above the market stall, where I had spent the last six months pushing out dubious trays of marine life at three for a fiver. After a two-week holiday in Tenerife, one of Spain's Canary Islands, Joy and I vowed that a life in fish giblets was not going to be our destiny and a life in the sun, was.A complete lack of catering experience, zero business acumen and the sum of our vastly wealth barely reaching waist level of a ceramic pig did little to deter our enthusiasm. "Where do we sign?" we replied. And then the whole silly, sunny saga began..." Joe CawleyWhen Joe and his girlfriend Joy decide to trade in their life on a cold Lancashire fish market to run a bar in the Tenerife sunshine, they anticipate a paradise of sea, sand and siestas. Little did they expect their foreign fantasy to turn out to be about as exotic as a wet Monday morning.Amidst a host of eccentric locals, homesickness and the occasional cockroach infestation, pint-pulling novices Joe and Joy struggle with the expat culture and learn that, although the skies might be bluer, the grass is definitely not always greener. An hilarious travelogue exposing the wild and wacky characters of an expat community in a familiar holiday destination, More Ketchup than Salsa is full of humor and is a must-read travel memoir for anybody who has ever dreamed about moving abroad, finding a job overseas or even momentarily flirted with the idea of 'doing a Shirley Valentine' in these trying economic times.More Ketchup than Salsa - a funny travel memoir like no other!"Dreams can come true!""Great book! A real page-turning real life read!""A book full of laughter and tears." Joe's travel writing in itself is of a very high standard - descriptive, funny, observant."...by far the best book I have read in years" "One of those 'Just one more chapter then I'll turn the light out' books... before you know it the sun is rising! Couldn't put it down!"

## Book Information

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## **Customer Reviews**

It's actually quite an entertaining read, but the story doesn't end at the end of the book. Instead they want to buy another book to see how the story actually turned out. Not cool.

This memoir was a delight to read! The tone of the writing was chatty, the wit very dry and funny as all get out. I have to admit though that by the end of the book (which wasn't actually the end....tsk tsk, Joe...not cool to leave us hanging like this) I found myself thinking, Why oh why didn't you all just say "Screw this!" and go back home? One headache after another with fellow work mates and customers were at times hilarious and at other times, outright painful to read about. But I'm glad Joe and his friends stuck it out and am looking forward to reading more. PS Loved the Pub cat!!!

This was an enjoyable story about moving lock, stock and (beer) barrel to the Canary Islands. Not able to speak the language, and only knowing the bar business from the customer side, proved no deterrent to the author in light of moving to a warm, sunny vacation destination. The story started out slow and I found myself slightly irritated at the author's complacency towards work and life before their move. I'm glad I stuck with it, though. The bar business ends up being much more work than they ever imagined. The characters they meet are entertaining as are the situations they encounter. Although the reader is encouraged to follow along with further exploits in a second book, I found this book was fine as a stand-alone story. I was intrigued enough to want to know how their story continued. In fact, I actually went to Google Earth to try to find Smuggler's Bar...and I was

excited when I did! For those who don't like any foul language or sex in their stories- there is a smattering of swearing and no sex scenes (they were lucky to find time to sleep!). Recommended for a fun, easy read.

If you enjoy Bill Bryson travel memoirs then you'll also enjoy Joe Cawley's books. It's both funny and heart wrenching but mostly just a good ride of a story. A little glimpse through the key hole into what it's really like to do that one thing we ALL have dreams of: not coming back from vacation! I loved these books. Read them both! 

I thoroughly enjoyed this book! I always love a good memoir, and it was quite enlightening and entertaining to read this story of two young couples who made a complete change in their lives by leaving cold and rainy England to own and operate a pub in sunny and sweltering Tenerife. I found the story very easy to relate to as my husband and I moved from the U.S. to Puerto Rico a year ago to run a B&B. Joe has a friendly style of writing that makes you feel as if he were sitting and talking with you. To the reviewers who criticized the book for not being a travel guide... maybe they should look at the description again to see that it's not intended as such. And I disagree with the reviewer who says the story doesn't "end" and they just want you to buy another book. The book has a satisfactory ending... but I do advise those who are interested to read the sequel for more of Joe's adventures in "paradise."

Never, ever having had any desire to run a bar and restaurant, I found the whole idea of two brothers and their girlfriends moving to a foreign country to do so almost unbelievable. It speaks to the lousy weather and even lousier economic situation in England that the plan "made sense at the time" (as we say in the South.) Cawley is a wonderful writer and he draws you into this very improbable story, hooking you before you know it. Suffice to say that I read this book with great enjoyment and grabbed the sequel ("Even More Ketchup Than Salsa") as soon as it was available. Hope he will keep us up-dated on his continuing family saga, even if it turns out that the goats ARE related to him.

This is a great read, a book about real life in a new environment that is laugh out loud funny. If you ever thought about opening your own bar, shop, or restaurant in a vacation paradise...read this first. And if you've never considered doing any such thing, you'll enjoy it anyway.

This is a humorous but realistic look at life as a British expat and small business owner of a pub on Tenerife, the largest of the Canary Islands. These kinds of books don't necessarily hum along at a rapid or consistent pace, but that's okay--they are meant for getting to know a place, its diverse and often amusing characters, the juxtaposition of cultures, exploring and savoring as you go, experiencing a society from afar. Real life doesn't always hum along at a steady pace, either, but Cawley does a good job of communicating the frustrations, and yes, even the pleasant surprises, of moving overseas and trying to get one's own business off the ground, all with wit and good-natured self-deprecation. I withheld my opinion until I reached the end of the book and found it got better as it went on (the story of Pedro and the Czech girl was the best part, followed closely by the antics of Buster.) Although the ending felt a bit abrupt, I still felt satisfied and pleased I had taken the journey with Joe and Joy. While this book stands alone just fine, I do look forward to reading the next installment in this amusing memoir.

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