

*World-Famous*

**SANTA MARIA**

**STYLE**

**BARBECUE**



*The Story of Our*  
**BARBECUE**  
**STYLE**

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**S**anta Maria Style Barbecue is a regional culinary tradition distinguished by local methods, native ingredients and a special seasoning, all of which combine for a uniquely flavorful taste of the Santa Maria Valley on California's Central Coast..

The origins of Santa Maria Style Barbecue date back to the mid-1800s, when local rancheros would host Spanish-style barbecues each spring for their *vaqueros*, or cowboys. Under the trees of this serene coastal valley, they would enjoy feasts that included beef barbecued over earthen pits filled with red oak coals.

Over time, the unique qualities of these homegrown cookouts became known as Santa Maria Style Barbecue, a savory tradition nurtured by the surrounding community. Word began to spread like barbecue smoke, and soon visitors came from far and wide to experience this sizzling sensation.



■ *The old-fashioned way to barbecue, with beef skewered on green willow poles over an earthen pit of red oak coals.*

Today, Santa Maria Style Barbecue is enjoyed across the region at restaurants, events and celebrations, providing a perfect complement to the wines, strawberries and other locally grown flavors of the Santa Maria Valley. Indeed, no visit to the valley is complete without a taste of what *Sunset* magazine once called “the best barbecue in the world.”

## *What's on the* **MENU**

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**C**elebrated as “a mainstay of California’s culinary heritage,” Santa Maria Style Barbecue owes its enduring popularity to a delicious confluence of native ingredients:

**Tri-Tip**—Prime rib and top block sirloin were favored during the early days of Santa Maria Style Barbecue. Then, in the 1950s, a Santa Maria butcher popularized tri-tip, a triangular cut of beef prized for its savory flavors and texture. Tri-tip today enjoys a fanatic following and is regarded as a signature cut of Santa Maria Style Barbecue.

**Santa Maria Seasoning**—While other regional barbecue styles are famous for their sauces, Santa Maria Style Barbecue boasts a uniquely homegrown seasoning composed of salt, pepper and garlic salt.

**Red Oak**—Authentic Santa Maria Style Barbecue is cooked over coals of local red oak, giving the meat a distinctively sweet, smoky quality.

**Pinquito Beans**—Pinquitos are small pink beans that are indigenous to the Santa Maria Valley, and they are considered an essential component of the classic Santa Maria Style Barbecue meal.



The official Santa Maria Style Barbecue menu, which was copyrighted by the Santa Maria Valley Chamber of Commerce in 1978, includes fresh salsa, grilled French bread dipped in sweet melted butter, macaroni and cheese, and tossed green salad. For the most authentic Santa Maria Style Barbecue experience, enjoy your meal with a Pinot Noir, Syrah or other fine wine from the Santa Maria Valley, and finish it off with a dessert featuring fresh, locally grown strawberries.

## *The Official* **RECIPE** \*

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**T**he only secret of the Santa Maria Style Barbecue is its simplicity. It consists of prime top sirloin, about three inches thick, cooked over a fire of coals from Santa Maria Valley red oak wood. Salt, pepper and garlic salt are the only seasonings used. The steaks are strung on flat steel rods, which are gradually lowered over a bed of red hot coals. Cooking time is usually about 45 minutes. Once cooked, the meat is sliced at the pit and served in large stainless steel pans, permitting each person to make his choice of doneness. Among the delicacies is the “natural juice” of the beef. Toasted, buttered sweet French bread is a feature of this barbecue, and can be used to “dip up” the juice from the serving pan. Delicious!

The Santa Maria technique, while supremely simple, appears unique to the Santa Maria Valley. But in Santa Maria, almost every home has a backyard barbecue pit, and every backyard chef prepares his barbecue in exactly the same style. Whether for two people or 2,000, however, an authentic Santa Maria Style Barbecue requires that all the meat be prepared, cooked, and served at one time. It cannot be prepared ahead or permitted to “wilt.” The technique of proper barbecuing lies in expert timing—the secret, perhaps, which restricts it to the Santa Maria Valley.\*

*\*Actual copyrighted recipe*

**NOTE:** When preparing barbecue at home, Santa Marians use a locally-stylized pit with a moveable grill, rather than stringing the meat on steel rods, which is the method used when feeding large groups of people.



### **Santa Maria Style Barbecue Salsa**

- ❖ *3 medium fresh tomatoes, chopped*
- ❖ *½ cup finely chopped celery*
- ❖ *½ cup finely chopped green onions*
- ❖ *½ cup finely chopped California green chiles*
- ❖ *2 tbsp snipped cilantro*
- ❖ *1 tbsp vinegar*
- ❖ *Dash of Worcestershire sauce*
- ❖ *Pinch of garlic salt*
- ❖ *Pinch of dried oregano, crushed*
- ❖ *Few drops of hot pepper sauce*

**DIRECTIONS:** Combine all ingredients in a bowl. Cover and let stand for one hour to blend flavors. Makes 3½ cups.



## **Santa Maria Style Pinto Beans**

- ❖ *1 lb Pinto beans*
- ❖ *1 strip diced bacon*
- ❖ *½ cup diced ham*
- ❖ *1 small clove garlic, minced*
- ❖ *¾ cup tomato puree*
- ❖ *¼ cup red chili sauce*
- ❖ *1 tbs sugar*
- ❖ *1 tsp salt*
- ❖ *1 tsp dry mustard*

**DIRECTIONS:** Pick over beans to remove dirt and small stones; cover with water and

let soak overnight in a large container. Drain, cover with fresh water and simmer 2 hours or until tender. Sauté bacon and ham until lightly browned; add garlic, sauté a minute or two longer, then add tomato puree, chili sauce, sugar, mustard, and salt. Drain most of liquid off beans and stir in sauce. Keep hot over low heat until ready to serve.

*Suggested Santa Maria Valley*  
**WINES**

**ADDAMO VINEYARDS**

*www.addamovineyards.com*  
805-937-6400

2005 Syrah or 2005 Pinot Noir

**RIVERBENCH VINEYARD  
AND WINERY**

*www.riverbench.com* • 805-937-8340  
Estate Pinot Noir or Mesa Pinot Noir

**BIEN NACIDO VINEYARDS**

*www.biennacidovineyards.com*  
2007 Bien Nacido Vineyards Syrah or  
2007 Bien Nacido Vineyards Pinot Noir

**BYRON WINERY**

*www.byronwines.com* • 805-934-4770  
2006 Tepusquet Syrah or  
Clone 667 Pinot Noir

**CAMBRIA VINEYARD**

*www.cambriawines.com*  
805-938-7318  
2006 Tepusquet Syrah or  
2007 Julia's Vineyard  
Pinot Noir

**COSTA DE ORO**

*www.cdowinery.com*  
805-922-1468  
2008 Costa de Oro  
Chardonnay, Santa  
Barbara County or 2008  
Costa de Oro Pinot Noir,  
Santa Barbara County

**COTTONWOOD  
CANYON WINERY**

*www.cottonwoodcanyon.com*  
805-937-8463  
2005 Bistro Syrah or 2002 Syroir  
(Syrah/Pinot Noir blend)

**FOXEN VINEYARD**

*www.foxenvineyard.com* • 805-937-4251  
2006 Syrah Williamson-Dore Vineyard  
or 2005 Cabernet Sauvignon  
Vogelzang Vineyard

**LUCAS AND LEWELLEN VINEYARDS**

*www.llwine.com* • 805-686-9336  
2006 Lucas and Lewellen Cabernet Franc  
2008 Lucas and Lewellen  
Goodchild Chardonnay

**TRES HERMANAS WINERY**

*www.treshermanaswinery.com*  
805-937-8451  
Rosé of Syrah 2006 or Rosé of Syrah 2007

**KENNETH VOLK VINEYARDS**

*www.volkwines.com*  
805-938-7896

2006 Syrah, Nielson Vine-  
yard or 2007 Negrette

**RANCHO SISQUOC  
WINERY**

*www.ranchosisquoc.com*  
805-934-4332  
2007 Sisquoc Barbecue  
Red or 2008 Sylvaner

**McKEON-PHILLIPS**

*www.mckeon-phillipswinery.com*  
805-928-3025  
2005 Helen Francis Cabernet  
Sauvignon or 2006 Nancy's  
Fancy Syrah



For more information, visit  
[www.santamaria.com](http://www.santamaria.com)

*Where to Purchase the*  
**FIXIN'S**

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*As the popularity of Santa Maria Style Barbecue continues to grow, its native ingredients are becoming easier to find. Most grocery stores in California now carry the authentic tri-tip beef cut as well as the classic seasoning, pinto beans and salsa.*

**ALBERTSONS**

1120 E. Clark Ave., Santa Maria  
805-934-4472  
*(Tri-tip, oak wood, seasoning, beans, salsa)*

**COSTCO WHOLESALE**

1335 S. Bradley Rd., Santa Maria  
805-922-9887  
www.costco.com  
*(Tri-tip, seasoning, beans, salsa, BBQ pit)*

**COWBOY FLAVOR, INC.**

888-386-2776  
www.cowboyflavor.com  
*(BBQ pits, beans)*

**DINO'S DELI, LIQUOR,  
FINE WINES & SPIRITS**

750 E. Main St., Santa Maria  
805-925-4438  
www.dinosdeli.com  
*(Oak wood, seasoning, beans)*

**RIGHETTI SPECIALTIES, INC.**

805-937-2402  
www.susieqbrand.com  
*(Seasoning, beans, salsa)*

**SPENCER'S FRESH MARKETS**

3580 Orcutt Rd., Santa Maria  
805-937-3702  
www.spencersfreshmarkets.com  
*(Tri-tip, oak wood, seasoning, beans, salsa)*

**VONS**

1482 S. Broadway, Santa Maria  
805-925-1332  
*(Tri-tip, oak wood, seasoning, beans, salsa)*

**BBQ2YOU**

800-510-1339  
www.hitchingpostproducts.com  
*(Fully prepared gourmet barbecue meals, seasoning)*

**FOOD MAXX**

2440 S. Broadway, Santa Maria  
805-349-3414  
*(Seasoning, beans, tri-tip, salsa)*

**OLD TOWN MARKET**

405 E. Clark Ave., Orcutt  
805-937-5619  
*(Tri-tip, beans, oak wood, seasoning, BBQ pits, salsa)*

*Finding Barbecue at Local*  
**RESTAURANTS**

*Below are Santa Maria Valley Chamber of Commerce member restaurants that include the famous barbecue on their menus.*



**HITCHING POST OF CASMALIA**

3325 Point Sal Rd., Casmalia  
805-937-6151  
[www.hitchingpost1.com](http://www.hitchingpost1.com)

**SHAW'S STEAK HOUSE  
& TAVERN**

714 S. Broadway, Santa Maria  
805-925-5862

**CENTRAL CITY MARKET**

142 Town Center East, Santa Maria  
805-925-7766

**A.J. SPURS**

1520 N. Broadway, Santa Maria  
805-922-3700

**SANTA MARIA JETTY**

135 E. Foster Rd., Santa Maria  
805-937-5144

**FAR WESTERN TAVERN**

899 Guadalupe St. (Hwy. 1)  
Guadalupe  
805-343-2211  
[www.farwesternrestaurant.com](http://www.farwesternrestaurant.com)

*Barbecue Comes to You:*  
**CATERERS**

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**COWBOY FLAVOR, INC.**

888-386-2776

[www.cowboyflavor.com](http://www.cowboyflavor.com)

**FAR WESTERN TAVERN**

805-343-2211

[www.farwesterntavern.com](http://www.farwesterntavern.com)

**HITCHING POST OF CASMALIA**

805-937-6151

[www.hitchingpost1.com](http://www.hitchingpost1.com)

**VTC ENTERPRISES**

805-928-5000

[www.vtc-sm.org](http://www.vtc-sm.org)

**TESTA CATERING**

805-925-1730

[www.testacatering.com](http://www.testacatering.com)

**ELKS LODGE #1538**

805-922-1538

[www.santamariaelks.com](http://www.santamariaelks.com)

**CENTRAL CITY MARKET**

805-925-7766

**SUAVE CATERING**

805-937-0715



# *Sizzling* **SUGGESTIONS**

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**V**isit the Official Santa Maria Style Barbecue Blog at [www.SantaMariaValleyBBQ.com](http://www.SantaMariaValleyBBQ.com) for the latest news, restaurant specials and recipe tips.

Santa Maria Valley's rich agricultural heritage is evident in a variety of homegrown crops, the most famous of which are strawberries and wine grapes—two products that also happen to provide excellent complements to traditional Santa Maria Style Barbecue.

The Santa Maria Valley is home to more than 7,550 acres of strawberries. Here, the coastal climate and exquisite soils combine to yield strawberries that are renowned for their juicy, flavorful character. There is nothing like enjoying them fresh from the fields at local grocers, fruit stands, restaurants and farmers' markets. You will find the best of the best strawberries from early spring through early autumn. Visit Daren's Berries at the Stowell



Road exit off Highway 101 in Santa Maria to pick up a basket of locally grown strawberries.

Chardonnay, Pinot Noir, Syrah and other wine grape varieties also excel in the Santa Maria Valley. Today, you can sample locally grown wines at more than a dozen winery tasting rooms, as well as at most area restaurants. The valley's heavier red wines offer a particularly nice match for the flavors of Santa Maria Style Barbecue.

Visit [www.SantaMariaWines.com](http://www.SantaMariaWines.com) for a list and map of local wineries, as well as other points of interest in the Santa Maria Valley wine country.



# RAVES!



*Celebrity chef Bobby Flay (right) with Paul and Susan Righetti of Susie Q's Brand and the Far Western Tavern.*

❖ *BBQ with Bobby Flay, the San Francisco Chronicle, the New York Times, Sunset Magazine and others are raving about Santa Maria Style Barbecue! Visit the Official Santa Maria Style Barbecue Blog at [www.santamariavalleybbq.com](http://www.santamariavalleybbq.com) for the latest news, tips and recipes.*

*Santa Maria Valley*

CHAMBER OF COMMERCE  
& VISITOR AND CONVENTION BUREAU

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[www.SantaMariaValleyBBQ.com](http://www.SantaMariaValleyBBQ.com)

[www.facebook.com/smvcc](http://www.facebook.com/smvcc)