

WORLD FAMOUS

SANTA MARIA



STYLE BARBECUE

*Barbecue Capital of the World*

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

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**S**anta Maria Style Barbecue is a beloved culinary tradition distinguished by local methods, special seasonings and native ingredients, 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, as well as family and friends. 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, 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 region is complete without a taste of what *Sunset* magazine once called “the best barbecue in the world.”

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

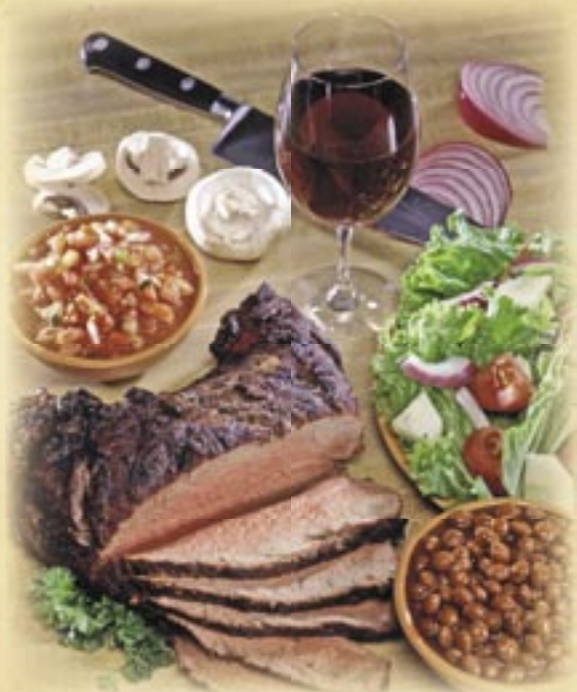
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**T**he classic Santa Maria Style Barbecue menu, which was copyrighted by the Santa Maria Valley Chamber of Commerce in 1978, includes fresh salsa, grilled French bread dipped in sweet melted butter, tossed green salad and slow-cooked pinto beans.

The traditional cuts are top-block sirloin and tri-tip, a triangular bottom sirloin cut that originated in the Santa Maria Valley. The meat is rolled in a mixture of salt, pepper and garlic salt before being barbecued over coals of red oak, a native local oak species that contributes a smoky, hearty flavor.

Pintos are small pink beans with a long history in the Santa Maria Valley. No one is quite sure how they first came to the region, but they certainly found a perfect home amid the valley's fertile soils and mild coastal climate. To this day, pinto beans are a commercial crop exclusive to California's Central Coast.

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.



- ❖ **Santa Maria Style Tri-Tip**
- ❖ **Santa Maria Style Salsa**
- ❖ **Santa Maria Style Pinquito Beans**
- ❖ **Freshly Tossed Green Salad**
- ❖ **A Bottle of Santa Maria Valley Wine**

# *Santa Maria Style* **BARBECUE\***

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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 tbsps 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 tbsp sugar*
- ❏ *1 tsp salt*
- ❏ *1 tsp dry mustard*
- ❏ *Pinch of MSG or Accent*

**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, salt and MSG. 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—here in Spring of 2010!

**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

2005 Lucas and Lewellen Merlot or  
2004 Lucas and Lewellen  
Valley View Cabernet Sauvignon

**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



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)*

**COSTCO WHOLESALE**

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

**COWBOY FLAVOR, INC.**

866-665-3555  
www.cowboyflavor.com  
*(Seasoning)*

**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)*

**F. McLINTOCK'S**

750 Mattie Rd., Shell Beach  
805-773-1892  
www.mclintocks.com  
*(Seasoning, beans)*

**SPENCER'S FRESH MARKETS**

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

**VONS**

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

**VONS**

817 E. Main St., Santa Maria  
805-922-0772  
*(Tri-tip, oak wood, seasoning, beans)*

**BBQ2YOU**

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

*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

**FAR WESTERN TAVERN**

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

**F. McLINTOCK'S SALOON  
& DINING HOUSE**

750 Mattie Rd.  
Shell Beach  
805-773-1892  
[www.mclintocks.com](http://www.mclintocks.com)

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

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**COWBOY FLAVOR, INC.**

866-665-3555

[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)

**COACHMAN CATERING**

805-922-8418

**SUAVE CATERING**

805-937-0715

**AMBROSIA**

805-347-1112



# *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 6,000 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 groceries, fruit stands, restaurants and farmers' markets. You will find the best of the best strawberries from early spring through early autumn. Visit the Costa de Oro/Gold



Coast Marketplace or 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.





*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)