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## LEARN TO 'CUE LIKE THEY DO IN CALIFORNIA'S BBQ CAPITAL

### Free Resources and Recipes for Preparing Santa Maria Style Barbecue Offered by Santa Maria Valley Chamber of Commerce

*Santa Maria, CA*—Now you can learn to 'cue like they do in California's barbecue capital as the Santa Maria Valley Chamber of Commerce unveils its expanded Santa Maria Style Barbecue booklet as well as new how-to resources on the corresponding blog at [www.santamariavalleybbq.com](http://www.santamariavalleybbq.com).

Santa Maria Style Barbecue is a 150-year-old regional culinary tradition rooted in the Santa Maria Valley wine country on California's Central Coast. *Sunset Magazine* once declared it "the best barbecue in the world," proving that Kansas City and Texas aren't the only epicenters of world-class barbecue.

Preparing and enjoying Santa Maria Style Barbecue is now easier than ever with the following tips and resources:

- **Order the complimentary Santa Maria Style Barbecue booklet.** In addition to showcasing the rich history of Santa Maria Style Barbecue, this 14-page booklet contains recipes for Santa Maria Style Piquito Beans and Santa Maria Style Barbecue Salsa. It also features an updated list of food purveyors who specialize in Santa Maria Style Barbecue, as well as suggested wine pairings. The booklet is complimentary upon request by calling the Santa Maria Valley Chamber of Commerce at (800) 331-3779.
- **Visit the Official Santa Maria Style Barbecue Blog at [www.santamariavalleybbq.com](http://www.santamariavalleybbq.com).** The regularly updated blog features how-to videos, recipes and tips, as well as information on purveyors and restaurants that specialize in Santa Maria Style Barbecue. You can also download a PDF version of the barbecue booklet by clicking on the "Complimentary Booklet" link at the upper right.
- **Visit California's Barbecue Capital for an authentic Santa Maria Style Barbecue experience.** Numerous restaurants in the Santa Maria Valley specialize in Santa Maria Style Barbecue, including the Far Western Tavern and The Hitching Post, both of which have been owned by the same families for more than 50 years. Also, on June 26, 2010, the Family Care Network will host the 2<sup>nd</sup> Annual Wild West BBQ Bash at Preisker Park, showcasing barbecue masters from across California.

Those wishing to prepare their own Santa Maria Style Barbecue at home can purchase packaged seasoning, piquito beans, red oak chips and salsa from local purveyors such as Susie Q's Brand, BBQ2You and Cowboy Flavor.

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. Over time, the unique qualities of these homegrown cookouts became known as Santa Maria Style Barbecue.

The traditional cuts of Santa Maria Style Barbecue 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. The classic Santa Maria Style Barbecue menu includes fresh salsa, grilled French bread dipped in sweet melted butter, tossed green salad and slow-cooked pinto beans. Pintos are small pink beans that originated in the valley.

For information about Santa Maria Style Barbecue as well as local lodging, wine tasting and more, visit [www.santamaria.com](http://www.santamaria.com) or call the Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau at (800) 331-3779.

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