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SANTA MARIA VALLEY *California*

CHAMBER OF COMMERCE AND
VISITOR & CONVENTION BUREAU

STARS OF SANTA MARIA STYLE BARBECUE SET TO SHINE IN 2007

Regional Culinary Tradition Offered by Local Restaurants, Revealed in Complimentary Brochure

SANTA MARIA, CA—The 150-year-old tradition of Santa Maria Style Barbecue is set to shine in 2007 as the food and wine scene on California's Central Coast continues to gain momentum.

"The growth of our local wine industry is helping write a new chapter for Santa Maria Style Barbecue," said Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau. "More and more people are coming to enjoy wine within the entire regional taste experience, including fine dining, fresh local produce and Santa Maria grown food products."

Santa Maria Style Barbecue is a regional dining experience distinguished by locally grown methods, cuts, seasonings and native ingredients. The origins of Santa Maria Style Barbecue date back to the mid 1800s, when local rancheros, or ranchers, would host Spanish-style barbecues each spring for their cowboys. Today, it is enjoyed across the region at local restaurants, events and celebrations.

The Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau now offers a complimentary brochure describing the traditions and methods of Santa Maria Style Barbecue, as well as listings of local restaurants that specialize in the region's signature barbecue. Please call (800) 331-3779 or write to info@santamaria.com to request a copy. A downloadable version is also available online at http://www.santamaria.com/visit/section_visitor_barbecue.html.

Wine tourists aren't the only ones taking note of Santa Maria Style Barbecue. The Hitching Post, a local restaurant, figured heavily in the hit film "Sideways," and the Minetti-Righetti family, owners of the Far Western Tavern, were recently featured on a segment on the Food Network's "BBQ With Bobby Flay." Following are some of the local "stars" of Santa Maria Style Barbecue whose grills are set to shine as the barbecue season commences in spring and summer:

The Hitching Post – Casmalia

Established in 1952, The Hitching Post is renowned for exquisite steaks grilled over its famous original indoor barbecue pit.

Far Western Tavern – Guadalupe

Founded in 1958, The Far Western Tavern specializes in generous portions of fine barbecue and other contemporary fare in historic Guadalupe.

Jocko's Restaurant – Nipomo

A true American roadhouse specializing in steak, ribs and oak pit pork chops, as well as traditional salsa and pinto beans.

Shaw's Steak House – Santa Maria

Established in 1953, Shaw's Steak House offers choice steak cooked over the original oak pit, which can be viewed by guests.

Central City Broiler – Santa Maria

Central City Broiler serves fine prime rib, choice steaks cooked over red oak coals and fresh seafood.

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