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SANTA MARIA STYLE BARBECUE SIZZLES IN NATIONAL SPOTLIGHT

***Chile Pepper* Magazine Features Local Favorites in Feature Story on “Quintessential California ‘Cue’”**

Santa Maria, CA—Santa Maria Style Barbecue gets star treatment in the May 2008 issue of *Chile Pepper* magazine as the subject of an eight-page feature story titled “Red All Over: The Quintessential California ‘Cue.’”

In a visit coordinated by the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau, *Chile Pepper* writer Sarah DiGregorio spent three days and two nights last July experiencing all that the region has to offer in the realm of food, wine and hospitality.

The resulting story features the Far Western Tavern, The Hitching Post, Susie Q’s Brand, Shaw’s Steakhouse and other local beacons of barbecue, as well as the Historic Santa Maria Inn and several local wineries. It also features legendary Elks Lodge grillers Ike Simas and Chad Hulseby, as well as Teofilo Canba and the Filipino Community Center.

Chile Pepper is a nationally distributed monthly publication owned by New York-based Goodman Media Group. According to the company, *Chile Pepper* is “the hottest magazine around for those who love bold, flavorful food...*Chile Pepper* has been the spicy food-lover’s publication of choice for over 20 years.”

In her story, DiGregorio praises Santa Maria Style Barbecue as “one of America’s most intensely regional barbecue traditions.”

The *Chile Pepper* story follows a 12-page feature article on Santa Maria Style Barbecue published last summer by *California Country*, a glossy magazine put out by the California Farm Bureau Federation.

“These types of high-profile media coverage really reinforce the Santa Maria Valley as a special destination for the growing trend of culinary tourism,” said Gina Keough, manager of the visitor bureau. “As with wine, more and more people are seeking authenticity in their food, a sense of place and heritage, which are things we have in abundance in the Santa Maria Valley.”

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