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LEARN TO BBQ LIKE THEY DO IN CALIFORNIA'S BARBECUE CAPITAL

New Blog Offers Tips and Recipes for Preparing Authentic Santa Maria Style BBQ

Santa Maria, CA—With the summer barbecue season just around the corner, the flavorful secrets of Santa Maria Style Barbecue are being revealed for all to savor at a new blog at www.santamariavalleybbq.com.

Santa Maria Style Barbecue is a regional culinary tradition rooted in the Santa Maria Valley wine country on California's Central Coast. The new book *Renewing American's Food Traditions* hails Santa Maria Style Barbecue as "a mainstay of California's culinary heritage." *Sunset Magazine* once called it "the best barbecue in the world."

The new Santa Maria Valley BBQ blog gives foodies everything they need to know about preparing Santa Maria Style Barbecue for themselves, including:

- **An introduction to Santa Maria Style Barbecue**
- **Instructions on how to prepare and barbecue authentic Santa Maria Style Barbecue**
- **Ingredients for creating Santa Maria Style Barbecue seasoning**
- **Recipes for traditional accompaniments such as pinto beans**
- **Where to buy Santa Maria Style Barbecue seasoning and pinto beans**
- **How to order a complimentary booklet featuring barbecue recipes and tips**
- **Historical information on the origins of Santa Maria Style Barbecue**
- **Where to enjoy classic Santa Maria Style Barbecue at local restaurants**

The blog is published by the Santa Maria Valley Chamber of Commerce, which copyrighted the official Santa Maria Style Barbecue recipe more than 30 years ago.

Santa Maria Style Barbecue is renowned for being simple and affordable as well as remarkably flavorful. The traditional cut is top-block sirloin, which is today joined by tri-tip, a cut that originated in the Santa Maria Valley. The easy-to-prepare seasoning included salt, pepper and garlic salt. The meat is traditionally served with a side of pinto beans, which are indigenous to the Santa Maria Valley.

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.

Today, Santa Maria Style Barbecue remains as popular as ever, proving that good taste never goes out of style. Several local barbecue restaurants have been in business for more than 50

years, and the emergence of the local wine industry has added foodie fuel to the barbecue fire in recent years.

Now, by visiting www.santamariavalleybbq.com, everyone can learn the tricks of the Santa Maria Style Barbecue trade.

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