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SUSIE Q'S BRAND UNVEILS NEW LOOK, NEW PRODUCTS JUST IN TIME FOR BARBEQUE SEASON

Family-Owned Producer of Santa Maria Style Artisan Foods Offers Authentic Taste of Regional Culinary Tradition

Santa Maria, CA—With the barbeque season just beginning to heat up, Susie Q's Brand today unveiled new packaging and products that will bring added sizzle to the nation's collective steaks.

Susie Q's Brand is the original maker of artisan foods capturing the flavors of Santa Maria Style Barbeque, a regional culinary tradition rooted in the Santa Maria Valley wine country on California's Central Coast. The company was founded by Susan Righetti in 1981 and remains a family affair.

"Preserving and celebrating the flavors of Santa Maria Style Barbeque has always been the mission of Susie Q's Brand," Righetti said. "To achieve that mission, we not only have to honor our culinary traditions, but also keep pace with contemporary tastes. Our new packaging and web site will help us do that."

Here, between the Pacific Ocean and rolling vineyards in northern Santa Barbara County, Righetti founded Susie Q's Brand with family recipes that were perfected over generations and later popularized at her parents' restaurant, the Far Western Tavern, which is this year celebrating its 50th anniversary under same-family ownership. Each of these recipes is inspired by the indigenous local ingredients and legendary methods that define Santa Maria Style Barbeque.

The origins of Santa Maria Style Barbeque 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. Traditional Santa Maria Style Barbeque begins with top-block sirloin or tri-tip—a cut discovered in the Santa Maria Valley. The beef is seasoned with a special garlic salt, salt and pepper mixture, and then grilled over coals of red oak, which is native to the region. The meat is accompanied by pinto beans—little pink beans that are indigenous to the valley—as well as bread, salsa and dessert. The desserts often incorporate fresh strawberries, which are a major crop in the Santa Maria Valley. Locally grown wines are a more recent addition to the menu.

Susie Q's Brand Santa Maria Style Seasoning is not only essential for preparing genuine Santa Maria Style Barbeque, it's also a savory all-purpose, all-season accent for vegetables, eggs, salads, soups, poultry and more.

Other signature products include Pinto Beans with Seasoning and Strawberry Glaze Pie Filling. California Red Oak Grilling Chips, a new addition to the lineup, impart the authentic aromatic smokiness associated with Santa Maria Style Barbeque.

Susie Q's Brand products are available at a variety of retailers, as well as online. For more information, visit the new Susie Q's Brand web site at www.SusieQBrand.com