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Susie Q's

1981

BRAND

## *Santa Maria Style BBQ*

*Our culinary heritage runs deep in the Santa Maria Valley, where famous barbeque, fresh produce and fine wines converge for a distinctive flavor experience on California's Central Coast.*



The roots of Santa Maria Style Barbeque extend back to the mid , when vast ranchos unfolded across the foothills of the valley. Here, the ranche-ros, or ranchers, would host Spanish-style barbeques each spring for their vaqueros (California's original cowboys), families and friends. They barbequed beef over fiery pits of native red oak and served it with bread, salsa and homemade desserts. This practice still endures today on local cattle ranches.

In the early 1900s, the "style" of the local barbeque was further refined by local social clubs, as well as the many Swiss-Italian ranchers who settled the area. In the 1930s, the Santa Maria Club began hosting its "Stag Barbeques," serving as many as 700 patrons and setting the pace for decades of festive local barbeques. President Ronald Reagan, First Lady "Lady Bird" Johnson and Governor

Pat Brown are just a few of the famous names known to have enjoyed Santa Maria Style Barbeque, which has been declared the "best barbeque in the world" by Sunset Magazine.



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 and pepper mixture, 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.

The emergence of the Santa Maria Valley wine country over the past 30 years has added a fresh twist to the local cuisine, infusing its rustic traditions with fresh ideas and flavors. Celebrated in the hit wine-centric movie *Sideways*, the wineries of the Santa Maria Valley and surrounding Santa Barbara County specialize in Pinot Noir, Syrah and other varietals that perfectly complement Santa Maria Style Barbeque.

The next best thing to dining here in the Santa Maria Valley is to enjoy our local flavors in the convenience and comfort of your own home. Indeed, from Santa Maria Style Seasoning to Pinto beans to red oak grilling wood, Susie Q's Brand has everything you need to partake in this festival and flavorful culinary tradition.

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