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Susie Q's

1981

BRAND

The Story of Our Products

The story of our products begins more than a century ago in the Santa Maria Valley, when local ranching traditions sparked what is today known as Santa Maria Style Barbeque.



Santa Maria Style Barbeque is a famed culinary experience distinguished by its own unique methods, cuts, seasonings, accoutrements and native ingredients.

Susan Righetti, founder of Susie Q's Brand, was raised among these traditions, growing up on a ranch in the Santa Maria Valley and later working at her family's restaurant, the Far Western Tavern, which is regarded as a landmark of Santa Maria Style Barbeque. There, she saw travelers discover the delights of this local cuisine—and often heard them express great interest in preparing it for themselves.

Sharing her family's multigenerational enthusiasm for wholesome food and hospitality, Susan thus pioneered the idea of exporting the wonderful flavors of Santa Maria Style Barbeque to households around the world.

In 1981, at the suggestion of her husband Paul, she established Susie Q's Brand as the original maker of artisan foods capturing the authentic flavors of Santa Maria Style Barbeque.



Susan's first offering was an innovative union of pinto beans and a companion seasoning based on a family recipe popularized at the Far Western Tavern. Pinto beans are indigenous to the Santa Maria Valley and are considered an essential element of Santa Maria Style Barbeque.

In the ensuing 25 years, Susie Q's Brand has grown into a small family of products dedicated to the Santa Maria Style dining experience. These include a Santa Maria Style Seasoning that is essential for preparing genuine Santa Maria Style Barbeque; a Strawberry Glaze Pie Filling, modeled on the traditional dessert made from locally grown strawberries and prepared according to a recipe by Susan's grandmother; and Red Oak Grilling Chips, featuring the same native wood over which Santa Maria Style Barbeque has been grilled for more than a century.

Along the way, a new generation has joined Susan in advancing the family's culinary heritage. Her daughter Renee is actively involved in the business, and even the grandchildren sometimes lend a hand.

At Susie Q's Brand, we take great pride in sharing the homegrown flavors, traditions and hospitality of the Santa Maria Valley with you.

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