



‘GOOD PRESS’ BRINGS SIZZLING EXPOSURE FOR SANTA MARIA STYLE BARBECUE

USA Today, Westways Magazine and 805 Living Magazine are Among Publications Saluting Santa Maria for its Barbecue Style

Santa Maria, CA—The aromas of Santa Maria Style Barbecue are wafting far and wide as the Santa Maria Valley enjoys more media tributes to the local traditions, ingredients, people and culture of Santa Maria Style Barbecue.

“The latest articles are examples of how interest in Santa Maria Style Barbecue continues to grow, and how it is increasingly recognized as a top regional American barbecue style,” said Gina Keough, director of the Santa Maria Valley Visitor & Convention Bureau (VCB). Keough added that the VCB runs a dedicated blog at SantaMariaValleyBBQ.com to serve the region’s signature attraction.

The August issue of *Westways* magazine delves into “the smoky allure of Santa Maria-style barbecue” in its four-page article entitled, “Open Pit.” Here, author Sarah Tenaglia introduces readers to the origins of Santa Maria Style Barbecue and local barbecue icons such as Ike Simas of the Santa Maria Elks Lodge and Frank Ostini of The Hitching Post II. She also analyzes what makes this style distinctive, quoting Simas: “In other parts of the country, they put sauces or rubs on the meat because they don’t use choice cuts . . . our meat is of the highest quality, and we like to taste it and not disguise it with alternative flavors.” The article also highlights three favorite dining locations: the Far Western Tavern, Jocko’s and the Hitching Post II.

Meanwhile, recent issues of *805 Living* magazine and *USA Today* also celebrate the local barbecue scene. In its article called “Barbecue Vaquero-Style,” *805 Living* magazine showcases the “zesty flavors brought to Santa Maria by the Spanish cowboys of the 1800s.” Writer Jaime Lewis shines a light on the Santa Maria Elks Lodge, Santa Maria BBQ Outfitters, Jocko’s Steak House, the Far Western Tavern and local seasonings such as Jocko’s Mix and Susie Q’s Brand Seasoning.

Digging further, *USA Today* uncovers “the secret fifth major style of American barbecue,” which is, of course, our very own Santa Maria Style Barbecue.

As *USA Today* writer Larry Olmstead reports, our nation is traditionally known for four major types of regional barbecue, specifically Memphis, Texas, Kansas City and Carolina-style. But as Olmstead confirms, there’s more to the American barbecue story! He explains that it’s not necessarily the meat, but rather the cooking method (open flame over coals of local red oak) and traditional side dishes (such as homegrown pinto beans) that set Santa Maria barbecue apart.

He writes, “Santa Maria barbecue is always cooked over a fire of red oak logs, using meats heavily seasoned with salt, pepper and dry spices, then marinated or basted with a mixture of vinegar and oil while cooking. Side dishes almost always include fire-grilled then buttered bread, tossed green salad, fresh tomato salsa and beans. Because the area is known for growing sweet strawberries, berry pie or strawberry shortcake is often paired with the main course as dessert.”

He goes on to tout some of the Santa Maria Valley's barbecue stars, including the Hitching Post Casmalia; Shaw's Steakhouse; Far Western Tavern; Old Town Market; Hitching Post II; A.J. Spur's; Jocko's Steakhouse; and F. McLintock's Saloon. In the words of Olmstead, "Very few barbecue fans know about the 'secret' fifth major style of American barbecue, the one that has spread the least from its home turf and remains the hardest to find – outside of California that is."

"Word is definitely spreading thanks to articles like these," Keough said. "But if you really want to enjoy Santa Maria Style Barbecue at its finest, we invite you to come enjoy it right here in the Santa Maria Valley."

For more information, call the Santa Maria Valley Visitor & Convention Bureau toll-free at (800) 331-3779 or visit www.santamariavisitor.com. The Santa Maria Valley Visitor & Convention Bureau also offers a blog dedicated to all things barbecue at www.santamariavalleybbq.com. Complimentary barbecue brochures are also available. Write to info@santamaria.com to request a copy.

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