

First Time Barbecue Festival Launches in the Santa Maria Valley

The inaugural Santa Maria BBQ Festival Brews & Cues happens on April 22, 2017 from noon to 6 p.m. at Santa Maria's Pioneer Park

SANTA MARIA, CALIFORNIA, USA, April 11, 2017 /EINPresswire.com/ -- (Santa Maria, Calif.) – As the birthplace of one of the greatest American barbecue styles, it only makes sense that [Santa Maria Valley](#) should hold its very own barbecue extravaganza. The inaugural Santa Maria BBQ Festival Brews & Cues happens on April 22, 2017 from noon to 6 p.m. at Santa Maria's Pioneer Park.



The event features a professional competition involving local celebrity judges who will vote on the “Best BBQ” and present the “#1 Branding Iron” award. A separate competition will crown the “Best Backyard Cook” and will include beer tastings from 12 regional craft breweries in the “Brews & Cues” event.

Along the way, attendees can expect culinary fireworks based on the regional tradition of Santa Maria-style barbecue, which is famous for its dry-rubbed top block sirloin and tri-tip cooked over coals of native red oak and served with locally grown pinquito beans.

Live music, a Kid's Corner and cornhole tournament will also be part of the event. Festival tickets are \$10 for general admission and \$25 for the “Brews & Cues” tasting bar (based on availability). The festival is a benefit fundraiser for the Santa Maria Kiwanis for Kids program. For more information and tickets, please visit: <https://nightout.com/events/santa-maria-bbq-festival-brews-cues/tickets>.

Santa Maria-style barbecue stems from a tradition shaped by decades of history, generations of locals, and, of course, the perfect mix of native flavors – all of which come together to create a distinct taste indicative of 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 every spring for their vaqueros, or cowboys. Under the trees in the picturesque valley, they would savor feasts consisting of beef barbecued over earthen pits filled with red-oak coals.

Today, Santa Maria-style barbecue is enjoyed across the region. The Santa Maria Valley Chamber of Commerce copyrighted the official menu in 1978. It consists of tri-tip served with fresh salsa, grilled French bread dipped in sweet melted butter, macaroni and cheese, and tossed green salad.

Sunset Magazine deemed Santa Maria “The West’s Best BBQ Town” and The Travel Channel

recently showcased Santa Maria-style barbecue on Bizarre Foods with Andrew Zimmern.

Serving the greater Santa Maria Valley in the heart of California's Central Coast, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau is a nonprofit association that facilitates local tourism and provides information on the region's many attractions and visitor services. Famed for its fine wines, natural wonders, agricultural heritage and flavorful barbecue, the Santa Maria Valley offers a broad range of cultural, sporting and historical experiences. For details on Santa Maria Valley lodging, wine tasting, travel deals and e-newsletter alerts, visit santamariavisitor.com or call (800) 331-3779.

Chrisie Yabu
KPS3
775-686-7437
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.