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The festive season is upon us once again! As we prepare to enjoy the company of loved ones and feast on delicious food, our new festive range truly has something for every occasion. At Sainsbury's, we believe everyone should be able to enjoy great quality and innovative food at great value. We know spending time with family and friends takes priority so we've taken the fuss out of cooking with new launches like our Christmas Dinner in a Box which is ready to serve in just an hour, so you can keep serving delicious dishes that don't compromise on flavour.

Whether you're looking for scrumptious party food and sensational centrepieces to wow guests, chocolate hazelnut sweet treats to indulge in, or a festive tipple to warm your cockles this winter, you'll be able to Taste the Difference in every sip, scoop and mouthful. From sophisticated spins on nostalgic classics like our King Prawns in Duvets and Smoked Salmon & Maple Terrine, convenient mains including our Christmas Dinner in a Box, Slow Cooked Lamb Shoulder and Roast Carrot Galette, or decadent desserts like our Christmas Carol-mel & Brownie Cheesecake, there's something every diner will love.

And, when it comes to gifting, you'll be spoilt for choice. Whether you're gifting others or simply want to treat yourself, our new Tiramisu Rum Liqueur is nothing short of scrumptious and our range of Panettones come in sizes suitable for sharing or tucking into by yourself, with a tin that can be reused for years to come. So, however you're celebrating the festive season, fill it with joy and flavour with Sainsbury's Taste the Difference.

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Starters

Taste the Difference Prawn & Scallop Shells with Samphire & Citrus Butter

An elegant starter of Patagonian scallops and king prawns, baked in a scallop for a touch of luxury. Garnished with samphire and a fragrant Spanish orange, lime zest and lemon butter for a delicious balance of flavour.

£4.50, 150g, Available from 18th December

Taste the Difference Shellfish Medley with Lemon & Pepper Butter

Start festive feasts off strong with a luxurious medley of king prawn crevettes, peeled king prawns and Patagonian scallops. Bathed in a lemon, black pepper and pink peppercorn butter for a subtle burst of citrus and garnished with lemon wedge and samphire, this dish is bound to please.

£15, 400g, Available from 18th December

Taste the Difference Smoked Salmon & Maple Terrine

Elevate your starters this Christmas with a delicious, layered terrine of honey roast Scottish salmon mousse, maple mousse and cold smoked Scottish salmon. Jewelled with orange zest, parsley and pink peppercorns.

£7.50, 375g, Available from 18th December







Taste the Difference Bone in Crackling Gammon with a Festive Spiced Glaze

A traditional dry cured gammon joint from outdoor bred British pigs, served with a festive spiced glaze and perfectly crisp crackling. This easy-to-carve joint adds wow factor to the table and leftovers are a delicious addition to any Boxing Day sandwich.

£30, 2.28kg, Available from 20th November



























