

Summer 2026

Food & Drink Lookbook



Sainsbury's



“This summer, food at Sainsbury’s is shaped by confidence in flavour and care in how dishes come together.”

James Campbell

Director of Product & Innovation at Sainsbury’s

Celebrating craft without feeling out of reach, shaped by curiosity, quality and the pleasure of sharing - that spirit runs through everything you’ll see this season, particularly in the continued evolution of our Taste the Difference Discovery range.

Discovery is where we push ourselves creatively, drawing on food cultures from around the world and bringing them to life through carefully sourced ingredients and thoughtful craftsmanship.

It’s a collection I’m incredibly proud of, not just for the impact it delivers, but for the way it makes something special feel genuinely achievable at home.

That sense of generosity continues through our expanded Taste the Difference Sharing Plates, created for relaxed, sociable eating, alongside our most exciting dessert collection yet. From playful indulgence to more refined Discovery desserts, each has been developed with different summer occasions in mind.

Discovery also explores bolder flavour with Hot Smoked BBQ, inspired by the depth and character of authentic Texas barbecue. Slow-cooked and full of character, these dishes deliver rich flavour with minimal effort, making it easy to create something memorable at home.

“We’re bringing more than 100 new food and drink additions to our Taste the Difference and Discovery ranges.”

Alongside this, we’re refreshing summer favourites with new energy, from elevated meal deal choices, including 12 new sushi options, to drinks designed for warm evenings and easy celebration.

From Taste the Difference favourites to Discovery standouts, this is a collection designed to be enjoyed together and savoured.

Click the page you
would like to browse

Taste the Difference Discovery 4

Discovery BBQ, slow-cooked style	5
Premium puddings	6
The Discovery wine edit	7

Taste the Difference 8

Bold BBQ classics	9
Made for summer	10
Where comfort meets sharing	11
The ultimate spread	12
Easy grazing	13
All about the pickle	14
Sunny day favourites	15
Summer sips	16
The magnum moment	17
The ultimate loaded desserts	18
On-the-go goodness	19

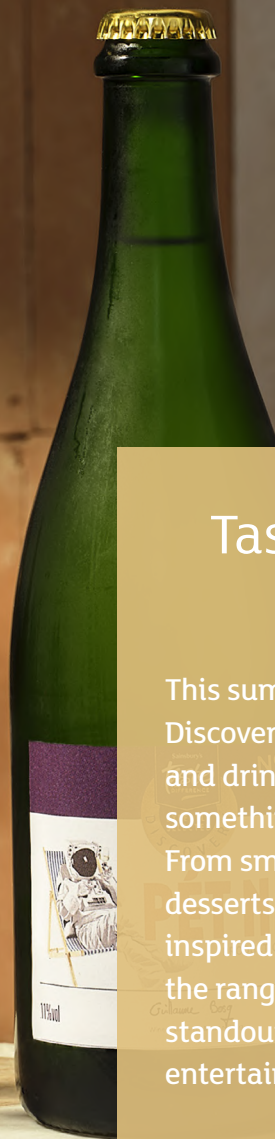
Contact us 20





Taste the Difference Discovery

This summer, Taste the Difference Discovery introduces over 60 new food and drink additions designed to bring something special to every table. From small-batch wines and indulgent desserts to slow-cooked hot smoked BBQ inspired by authentic Texan smokehouses, the range celebrates premium ingredients, standout flavour and effortless entertaining at home.



Discovery BBQ, slow-cooked style



Taste the Difference
Discovery Hot Smoked
Chicken Wings with
Chilli & Lime BBQ Glaze

£5.50, 200g

Taste the Difference
Discovery Hot Smoked
Pork Belly with Balsamic
BBQ Glaze

£8.75, 250g

Taste the Difference
Discovery Hot Smoked
Jalapeno & Cheese Pork
Hot Links

£5.00, 500g

Taste the Difference
Discovery Hot Smoked
Boston Butt with Balsamic
BBQ Glaze

£7.50, 500g

Taste the Difference
Discovery Hot Smoked
Aberdeen Angus Texas
Beef Brisket with an
Espresso BBQ Glaze

£9.00, 300g

Taste the Difference
Discovery Hot Smoked
St Louis Style Belly Rib
Rack with Fruity Chipotle
BBQ Glaze

£12.00, 500g

Premium puddings

Taste the Difference Discovery Chocolate & Pistachio Melting Puddings (V)

These luxurious individual puddings hide a molten chocolate centre that flows into a nutty pistachio layer, creating a dreamy duo of velvety cocoa and roasted pistachio perfection.

£5.25, 180g

Taste the Difference Discovery Signature Espresso Tiramisu

Say ciao to your new coffee lover's dream dessert. Layered with espresso-soaked sponge, silky mascarpone cream and a dusting of dark cocoa.

£5.25, 180g



The Discovery wine edit

Taste the Difference Discovery Frappato (Ve)

Meet a fresh, vibrant chillable red designed for easy sipping. Best served straight from the fridge, it bursts with juicy cherry flavours, while a clever colour-changing label signals when it's ready to enjoy.

£9.00, 75cl

Taste the Difference Discovery Pet Nat (Ve)

Say hello to sparkling with a twist. This zesty Pet Nat offers a burst of orchard-fruit character in every sip. Its gently sparkling style is easy-going and elegant in the coolest possible way.

£12.00, 75cl

Taste the Difference Discovery Orange Wine (Ve)

Raise a glass to something wonderfully different! This orange wine is made by fermenting white grapes on their skins, giving it a naturally golden glow with layers of citrus, blossom and gentle tannins for a beautifully drinkable sip.

£11.00, 75cl





Taste the Difference

This summer, Taste the Difference introduces over 80 new launches across food and drink, bringing fresh ideas to seasonal favourites. From BBQ classics and vibrant sharing dishes to summer sips and indulgent treats, the range combines trusted quality, standout flavour and effortless ways to enjoy more of the moments that matter.



Bold BBQ classics

Taste the Difference Green Chilli Smashed Beef Burgers

These smashed British beef burgers are studded with pickled and candied green jalapeños for a sweet-spicy kick.

£4.50, 220g

Taste the Difference Wagyu Beef Burgers

Crafted with 94% British Wagyu, these juicy, expertly seasoned burgers truly elevates any BBQ.

£5.50, 491g

Taste the Difference Beef Steak Burger with Dipping Gravy

This succulent burger is served with a dipping gravy for the ultimate indulgent bite.

£6.50, 220g

Taste the Difference Gherkin Brioche Bun (V)

These golden brioche buns are studded with gherkin pieces that's sure to delight pickle-lovers.

£1.55, 4 pack

Made for summer



Taste the Difference
Adana Kebabs with
Tzatziki & Ezme Salad
£7.50, 315g

Taste the Difference
Indonesian Rump
Steak Kebabs
£7.50, 315g

by Sainsbury's Lamb
Smashed Burgers
£4.00, 340g

Taste the Difference
Hot Honey Sausages
£3.25, 400g

Taste the Difference Teriyaki
King Kebab with Miso and
Spring Onion
£7.50, 700g

Where comfort meets sharing

Taste the Difference Chorizo & Burrata Arancini with a Creamy Cheese Sauce

Golden arancini with a dreamy centre of smoky chorizo and oozy burrata, served with a smooth cheese sauce. A go-to for grazing.

£4.50, 220g

Taste the Difference Mozzarella & Tomato Bites with Basil Pesto (V)

Meet your new sunshine fave! These crisp, gooey mozzarella bites come paired with an aromatic basil pesto that adds a fresh, herby lift to every mouthful.

£3.50, 250g

Taste the Difference Carbonara Bake with a Creamy Cheese Sauce

A modern take on carbonara, this bake layers silky pasta, smoky pancetta and a velvety cheese sauce into a golden, sliceable stack of pure comfort.

£4.50, 440g

The ultimate spread



Taste the Difference
Goat's Cheese & Bacon
Croquetas

£4.50, 190g

Taste the Difference
Gyros Chicken with
Tzatziki

£4.50, 180g

Taste the Difference
Mozzarella & Basil
Pesto Focaccia (V)

£4.00, 210g

Taste the Difference
Crunchy Fried Rollitos

£4.50, 192g

Taste the Difference
Labneh with Wild Garlic
Pesto (V)

£3.50, 190g

Taste the Difference
Chilli & Coriander
King Prawns

£4.50, 135g

Easy grazing

Taste the Difference
Nduja & Parmesan Sausage Rolls
£4.50, 270g



Taste the Difference
Continental Snacking Platter
£3.75, 135g



Taste the Difference
Chilli Cheese Caesar Dip (V)
£3.25, 170g



Taste the Difference
Crispy Cheddar Olives
with Tomato & Ancho
Chilli Dip (V)
£4.00, 155g



All about the pickle

Taste the Difference
Dill Pickle Mayonnaise (V)
£2.00, 180g



Taste the Difference
Ploughman's Pickle,
Dark Rye Sourdough (V)
£2.50, 400g



Taste the Difference
Spanish Olives &
Pickles (Ve)
£4.00, 160g



Sunny day favourites



**Taste the Difference
Elderflower Spritz (Ve)**
£3.30, 20cl

**Taste the Difference
Peach Spritz (Ve)**
£3.30, 20cl

**by Sainsbury's
Wrap Trick Trio**
£3.75, Serves 1

**Kitchen Deli Greek
Feta Shake-a-Salad (V)**
£6.25, Serves 1

**Taste the Difference
Grilled Padron Pepper &
Garlic Aioli Flavour Corn
Masa Tortillas (V)**
£1.50, 150g

**Taste the Difference
Spicy Mexican Style Dip (V)**
£3.75, 250g

Summer sips

Taste the Difference Elderflower & Apple Cider (Ve)

Say hello to summer in a bottle.
A refreshing cider that blends
sweet, fragrant elderflower
with the crispness of apples.

£2.50, 500ml

Taste the Difference Orange Spritz (Ve)

Delivering fresh, citrus sparkle for any
moment, this Orange Spritz bursts
with zesty orange notes and a lightly
refreshing sparkle.

£6.50, 75cl

Taste the Difference Elderflower Spritz (Ve)

Enjoy a touch of fizz on sunny days
with the light, floral Elderflower
Spritz. Delicately sweet with a
gentle bloom of elderflower and a
crisp, refreshing finish.

£6.50, 75cl



The magnum moment

Taste the Difference Blonde Ale Magnum 1.5L (Ve)

Go big on refreshment! This crisp, golden blonde ale pours with a light malt led freshness and a smooth, easy drinking finish. A showstopping magnum for long, laid-back sunny days.

£12.50, 6 servings



The ultimate loaded desserts

by Sainsbury's Caramelised
Biscuit Cookie Dough (V)

£6.00, 335g

by Sainsbury's Raspberry
Blondie Cheesecake (V)

£6.00, 550g

by Sainsbury's Triple Choc
Fudge Brownie (V)

£6.00, 340g



On-the-go-goodness



Sainsbury's Miso
Salmon Salad
£4.75, Serves 1

Taste the Difference
Chicken & Chorizo Caesar
Pasta Salad
£4.75, Serves 1



Taste the Difference
Chicken Caprese
Pesto Wrap
£4.75, Serves 1

by Sainsbury's
Dragon Rolls (V)
£3.75, Serves 1





Contact us

For hi-res imagery, samples or further information please contact
Food_DrinkPR@sainsburys.co.uk

Product details are correct at the time of print but are subject to change, please check with Sainsbury's PR team before publishing.

Sainsbury's