

Sainsbury's Christmas Food & Drink Lookbook 2026



Something for everyone this Christmas



James Campbell
Director of Product &
Innovation at Sainsbury's

At Christmas, there are some traditions that simply shouldn't change, like gathering around the table, sharing great food and creating memorable moments with family and friends. Each year, we look for new ways to make those moments feel special and this Christmas we're even more focused on fantastic quality, standout flavours and effortless entertaining, helping hosts serve something spectacular with minimal preparation required.

Following the successful launch of Taste the Difference Discovery last year, we're excited to be bringing over 60 products from the range into our Christmas offering for the first time, giving customers new opportunities to enjoy restaurant-quality dining at home.

An evolution of our premium food offering, Discovery is centred on exceptional ingredients, expert craftsmanship and exciting flavour combinations.

From elegant starters like Ready-to-Cook Lobster Tails with Garlic Butter and impressive centrepieces to indulgent slow-cooked dishes and desserts including our Ganache Chocolate Torte, everything in the range is crafted to help customers serve something worth talking about this Christmas.

Alongside Discovery, we've taken some of the season's most-loved dishes and elevated them across our Taste the Difference range. From our Sticky Fig Glazed Gammon to our Turkey with Pork Stuffing and Spiced Apple, Treacle & Thyme Glaze, these festive centrepieces are designed to bring a little theatre to traditional feasts with ease.

And no Christmas feast would be complete without something sweet. Desserts such as our Limoncello Tiramisu and Sticky Toffee Winter Wonderland offer a convenient way to finish Christmas dinner in style, while familiar festive favourites have been reimagined in new and unexpected ways. From Pistachio Panettone and Gingerbread & Caramel Frangipane Mince Pies to Clemencello and Christmas Pudding Cream Liqueur, the range features a delicious selection of festive treats and drinks to enjoy throughout the season.

We've also brought together a range of globally-inspired party food this Christmas, from Mexican-inspired Prawn Tostadas and Coronation Chicken Croquettes with Mango Chutney to crispy Tomato & Basil Ravioli, giving customers fresh ways to surprise and delight guests.

With over 330 new products launching this Christmas, there's more choice than ever for this season's celebrations.

Whether it's a conversation-starting dish for a get-together with friends or a showstopping centrepiece and pud for a relaxed family feast, there's something in this year's range for every occasion, helping make gatherings throughout the festive season one to remember.



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Sharing & grazing

Taste the Difference Discovery Pigs in Blanket Wreath

A showstopping wreath that's built for sharing. These premium British pork pigs in blankets are individually wrapped in buttery pastry and served with a sweet cranberry and clementine dipping sauce.

£12, serves 6, available 12th December



Taste the Difference Charcuterie & Fondue Platter

An indulgent charcuterie and fondue platter bringing together sourdough, crisp cornichons and a deluxe selection of Prosciutto di Speck and Emiliano salami. Served with a warm Emmental and white wine fondue, it's a ready-made centrepiece for festive drinks parties and casual entertaining.

£12, serves 4, available 2nd December

Taste the Difference Olive Selection Platter

This ready-to-serve platter includes a selection of pimento paste stuffed Manzanilla olives and jumbo pitted Kalamata olives in a chilli, lemon, oregano & mint dressing. These are joined by two types of Nocellara olives in a coriander & parsley dressing and a smoked paprika & thyme dressing. Pre-dinner nibbles made easy.

£6.50 serves 6, available 12th December

Taste the Difference Discovery Italian Black Pig Charcuterie Selection

Bring a taste of Sicily to your Christmas table with this exceptional charcuterie selection. Crafted using premium pork from Sicilian black pigs, each slice is expertly cured for a tender mouthful that's perfect for elevating grazing boards and drinks parties.

£10, available 2nd December



Taste the Difference Coronation Chicken Croquettes with Mango Chutney

Crisp and golden, these coronation chicken croquettes bring a fresh change to a nostalgic favourite. Served with mango chutney, they're a crowd-pleasing party bite that's sure to get guests coming back for seconds.

£5.50, 10 pieces, available 18th November

Taste the Difference Tomato & Basil Ravioli

A comforting, Italian-inspired classic with a Christmassy finish. Stuffed with a tangy tomato and basil filling and sprinkled with umami parmesan, these crispy, golden parcels are an easy, yet refined option for cosy Christmas parties and relaxed entertaining.

£5.50, 10 pieces, available 18th November

Taste the Difference Prawn Tostadas

These crisp prawn tostadas are topped with a vibrant tomato salsa, bringing a fresh and colourful addition to festive entertaining. Inspired by Mexican flavours, they're an easy way to add something unexpected to a Christmas party spread.

£5.50, 8 pieces, available 18th November



Taste the Difference Discovery Mushroom, Gruyère & Chestnut Filo Cups

These hand made golden filo pastries are filled with portobello mushrooms, Gruyère cheese and a smoky chestnut topping. A decadent addition to any Christmas celebration.

£8, 12 pieces, available 16th December

Taste the Difference Discovery Mini Toad in the Holes

A bite-sized British classic! These mini toad in the hole bring together a golden herby batter and savoury premium British pork cocktail sausage with a rich pork stock and onion gravy, for an easy and retro-inspired nibble.

£8, 12 pieces, available 16th December

Taste the Difference Discovery XL Black Tiger Prawn Tempura

Extra-large black tiger prawns seasoned with nori seaweed and seven spice tōgarashi, hand battered for classic light and frilly Japanese-inspired tempura. Served with a spicy Marie Rose dip, these impressive seafood bites are guaranteed to disappear quickly.

£8, serves 8, available 16th December



Taste the Difference King Prawn & Scallop Gratins

A pair of decadent king prawn and scallop gratins, coated in an Italian hard cheese and white wine sauce, topped with crispy breadcrumbs. Served in a beautiful scallop shell, these make an easy but impressive starter, with a filling guaranteed to melt in the mouth.

£5, serves 2, available 18th October

Taste the Difference Discovery Signature Cure Applewood Smoked Hebridean Salmon

Premium Hebridean salmon, sourced from dedicated farms from the west coast of Scotland. Expertly cured with Maldon Sea salt and light muscovado sugar and delicately smoked with applewood and oak chips, this has a rich yet delicate flavour that's even better served alongside a slice of warm, crusty bread.

£6, serves 2, available 9th December

Taste the Difference Discovery Lobster Tails with Garlic Butter

A pair of luxurious ready-to-cook lobster tails with garlic butter to bring effortless fine dining to the table as a festive starter or special addition to take your Christmas dinner to the next level.

£25, serves 2, available 1st November

Christmas tipples

Taste the Difference Chocolate & Hazelnut Cream Liqueur

Shake up your drinks trolley this season with this smooth and irresistible liqueur. Rich, creamy and delicious over ice, it's an indulgent base for cocktails and grown-up hot chocolate, or silky smooth enjoyed on its own.

£12.50, 50cl, available 27th September

Taste the Difference Christmas Pudding Cream Liqueur

All the comforting flavours of a classic Christmas pudding in an unexpected but delicious drink. Enjoy served over ice, alongside a warm dessert or add a splash to your coffee to warm your cockles.

£12.50, 50cl, available 27th September





Taste the Difference Jaffa Cake Rum Liqueur

Inspired by the popular chocolate-orange treat, this smooth rum liqueur brings together delicious citrus and cocoa notes that sing on their own or elevate festive cocktails.

£15, 50cl, available 27th September

Taste the Difference Blackberry & Clementine Gin

Gin-gle all the way! Bursting with sweet blackberry and juicy clementine flavours, this festive gin is best served over ice, with tonic and a blackberry to garnish for an elegant and delicious seasonal tipple.

£21.50, 70cl, available 27th September

Taste the Difference Clemencello

Bright, zingy and bursting with clementine notes, this citrusy take on an Italian favourite can be enjoyed straight from the freezer or mixed with Prosecco and a splash of soda for a refreshing winter cocktail.

£16, 50cl, available 27th September

Turkey & the trimmings



Taste the Difference Turkey Crown with a Pork, Chestnut, Mulled Cider & Apple Stuffing

A succulent turkey crown generously filled with pork, chestnut, mulled cider and apple stuffing, topped with treacle-cured smoked bacon rashers and finished with a spiced apple, treacle and thyme glaze. Big on flavour and presentation, it delivers all the impact of a festive centrepiece with less preparation.

£26p/kg, available 18th December

Taste the Difference Discovery Pigs in Blankets

One of the nation's must-have seasonal side dishes, these pigs in blankets combine succulent British pork belly and shoulder. Seasoned with black pepper and nutmeg and wrapped in oak smoked streaky bacon.

£4.50, serves 6, available 21st December

Taste the Difference Goose Fat Roast Potatoes

Roasted in goose fat for maximum flavour and crunch, Christmas dinner isn't complete without this essential side.

£6.50, serves 4, available 16th December

Taste the Difference Red Cabbage

This red cabbage is laden with fresh cranberries and apple pieces with a sweet, cosy blend of a Christmas spiced butter. This staple side adds a touch of tartness to complement your Christmas meats and all the tasty trimmings.

£3.50, serves 4, available 16th December



Festive centrepieces





Taste the Difference Sticky Fig & Honey Glazed Gammon

Glaze, glorious glaze! This dry cured gammon joint with a chunky wild fig and wildflower honey glaze is both delicious and easy-to-carve, making it a standout centrepiece for Christmas Day or to tuck into with family and friends on Boxing Day.

£25, serves up to 14, available 9th December



Taste the Difference Orange & Yellow Sweet Spear Carrots

Add a splash of colour to your roast with these orange and yellow sweet spear carrots. Paired with a spiced butter and fresh thyme, they're ready for roasting and make an effortless side dish that's great for sharing.

£3.50, serves 4, available 18th December



Taste the Difference Whole Prepped Sprouts, Chestnuts with Maple & Herb Butter

Paired with chestnuts, a sweet maple and herb butter and fresh thyme, this ready-to-roast side dish is packed with comforting flavour and makes Christmas cooking that little bit easier.

£3.50, serves 4, available 18th December



Taste the Difference Discovery
Hebridean Salmon & Scottish
Langoustine En Croutes

A pair of crispy all-butter pastry en croutes made with responsibly sourced Hebridean salmon and Scottish langoustines, laden with a silky shellfish velouté. Simply bake and serve for a great fish option that's perfect for the big day or as a cosy mid-week meal.

£9.95, serves 2, available 9th December

The vegan feast

by Sainsbury's No Turkey Crown with Bacon Lattice

This meat-free crown is wrapped in a delicious bacon-style lattice and contains sage and onion stuffing, making it a classic vegan centrepiece that everyone around the table can enjoy.

£7, serves 4, available 2nd December

by Sainsbury's No Pigs in Blankets

A plant-based twist on the nation's favourite festive side. These No Pigs in Blankets provide all the satisfaction and merry comfort of the classic Christmas staple, without the meat.

£4, serves 5, available 2nd December

Taste the Difference Free From Chocolate Orange Nutcracker Tiffin

Bite into Christmas with this gluten-free, vegan chocolate orange tiffin. Rich, moreish and packed with crunchy shortbread biscuit pieces, indulgent Belgian chocolate and fruity notes, it's a treat so yummy the whole table will want a piece!

£10, serves 10, available 30th August





Showstopping desserts

Taste the Difference
Driving Home This Christmas

Inspired by the festive journey home, this showstopping dessert features decadent chocolate mousse with a hidden brownie salted caramel centre and a crunchy biscuit base. Guaranteed to be a talking point at the end of Christmas dinner.

£18, serves 8, available 18th December



Taste the Difference Sticky Toffee Winter Wonderland

Indulgent all butter date sponge generously finished with a decadent salted caramel sauce and a dusting of sugar snow, this striking dessert is guaranteed to add a touch of Christmas magic to the table.

£12, serves 8, available 20th December



Taste the Difference Limoncello Tiramisu

Crafted by a second-generation pâtisserie near Bologna, this citrusy take on tiramisu layers Sicilian lemon mascarpone, limoncello-soaked sponge and vibrant lemon curd. The result is a refreshing yet indulgent dessert that's perfect after a hearty feast.

£12, serves 6, available 18th December

Raise a glass

Taste the Difference Discovery Beaujolais Villages Blanc

This elegant white wine showcases juicy peach and ripe citrus flavours – a wonderful choice alongside smoked salmon or baked camembert.

£14, 75cl, available 18th October

Taste the Difference Discovery Trento DOC

Pop, pop, hooray! This delicate and refreshing fizz carries crisp aromas of apple, citrus and white flowers, making it a wonderful choice for festive celebrations. Raise a glass before dinner, serve with canapés or simply give to your host as a thoughtful gift.

£15, 75cl, available 18th October

Taste the Difference Discovery Susumaniello

Named after the local Susumaniello grape meaning “little donkey”, this smooth Italian red is bursting with ripe blackberry, juicy dark cherry and a hint of spice. An ideal pairing for charcuterie, grilled meats and cosy winter suppers.

£12, 75cl, available 18th October



Festive treats & gifting

Taste the Difference Mini Mince Pie Advent Calendar

Count down to Christmas with a daily seasonal treat, packed into this exciting advent calendar. With a surprise of Taste the Difference Viennese Whirl, All Butter or Brandy, Port & Brown Butter mini mince pies behind each door, it's the perfect way to make December feel that little bit sweeter.

£20, available 1st November



Taste the Difference Pistachio Panettone

Crafted in Tuscany by the Corsini family, this is a slice of Italian Christmas tradition reimaged with luxurious pistachio crème. A soft, buttery panettone loaded with candied fruits and finished with chopped pistachios. Whether served as part of a festive gathering or wrapped up as a gift, it's sure to impress.

£12, serves 10, available 7th October



Taste the Difference Double Chocolate Mince Pies

A chocolate-filled take on the Christmas favourite. All-butter chocolate pastry case filled with a velvety chocolate sauce, brandy-soaked mincemeat and finished with a shimmering gold lustre. A delicious alternative as an after-dinner treat or alongside a hot drink.

£3.50, serves 4, available 7th October

Taste the Difference Gingerbread & Caramel Tarts

Spiced gingerbread and sweet caramel melt together with layers of soft caramel and ginger frangipane, all encased in a golden-spiced all-butter pastry and topped with a charming gingerbread man.

£3.50, serves 4, available 7th October

Taste the Difference Mince Pie Medley Tin

A trio of miniature mince pies that are ideal for sharing, gifting or enjoying throughout the season. Choose from frangipane mince pies topped with a buttery almond frangipane, Viennese whirl mince pies topped with a soft, crumbly Viennese whirl, or grown-up brandy, port & brown butter mince pies. All contained in a decorative keepsake tin that can be reused long after the last one has been devoured.

£9, serves 9, available 7th October





The frozen feast



Taste the Difference King Prawn Platter with Sweet Chilli Sauce

Succulent king prawns paired with sweet chilli dipping sauce make an easy, ready-to-serve starter that's guaranteed to bring guests together around the table.

£10, serves 4, available 18th October



Taste the Difference Frozen Turkey Breast with Mulled Apple & Smoked Chestnut Stuffing

Get ahead with Christmas prep with this moist turkey breast filled with a tangy mulled apple and smoked chestnut stuffing and topped with smoked streaky bacon. Frozen and ready-to-cook, it's an easy yet impressive centrepiece that's bursting with flavour and is a must-have for stress-free Christmas hosting.

£22, serves up to 6, available 18th October



Taste the Difference Sage & Onion Stuffing

A classic side dish, this succulent pork stuffing is made with caramelised red onion and sage for maximum flavour at any Christmas feast.

£3, serves 4, available 18th October



by Sainsbury's Red Cabbage with Apple

Tender red cabbage gently braised with sweet apple, juicy redcurrants and a splash of balsamic vinegar for a balance of sweetness and tang to complement roast turkey and all the best bits of a Christmas dinner.

£2.50, serves 4, available 18th October



Taste the Difference Millionaire's Tarts

These stellar tarts combine a smooth salted caramel and velvety Belgian chocolate ganache in crisp all butter pastry cases. A moreish bite-sized treat, ready to whip out of the freezer at a moment's notice to wow any last-minute guests.

£3.80, serves 8, available 25th October



Cosy comfort food

Taste the Difference Venison Bourguignon

Slow-cooked venison comes together with silver skin onions & a rich red wine reduction for a hearty and effortless meal. Ideal for those quieter days after the festive rush that call for sharing something warming with friends and family.

£9, serves 2, available 18th November

Taste the Difference Discovery Winter Spiced Beef Cheek Casserole with Treacle & Stout

Tender beef cheek is slow-cooked in a rich treacle and stout sauce with warming winter spices. A comforting dish for cosy nights in, Boxing Day suppers and the quieter moments between Christmas and New Year.

£27.50, serves 4, available 22nd December

Taste the Difference Turkey au Vin

All the joy of a Coq au Vin with a touch of Christmas magic. This Turkey au Vin is unctuous, comforting and full of flavour, making an easy and wholesome dinner to tuck into as you slow down after the Christmas mayhem.

£22, serves 4, available 18th November

Christmas sandwiches

Taste the Difference Festive Ham Hock Sandwich

Tender ham hock and mature Cheddar cheese, paired with a sweet, spiced fig chutney and sage & onion mayonnaise on soft onion bread. Moreish, savoury and subtly sweet, it's a delicious combination of festive flavours.

£4.50, serves 1, available 1st November



Taste the Difference Shredded Turkey & Baconaise Wrap

No need to wait for Christmas day this season. Stuffed with succulent shredded turkey and smoked bacon, combined with a rich bacon & stuffing mayonnaise and pickled sprout and cabbage slaw, all wrapped in a soft tortilla. Packed with the best bits of Christmas, it's the perfect indulgent lunch on the go.

£4.50, serves 1, available 1st November





Contact us

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

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