

Claire Hughes Director of Own Brand Product Innovation



Summer 2025 at Sainsbury's is here! Prepare to be wowed by our latest Taste the Difference summer line-up.

We're proud to unveil our brand-new mouth-watering 'Sharing Plates' range, spotlighting restaurant inspired dishes designed for mixing, matching, and enjoying together this summer. Developed to transform every summer gathering into a culinary adventure, the range includes 30 new products, featuring rich and diverse flavours of the Mediterranean and global cuisines. Introducing a variety of hot and cold options, dive into

marinated cheeses, hearty topped dips, elevated picky carbs, smoky grilled vegetables along with tasty grains, pulses and salads. Picture yourself savouring the flavours of a Spanish sunset dinner, relishing coastal dining, or hosting an al fresco picnic. But the excitement doesn't stop there, our new Sharing Plates range will be available on a 3 for £8 Deli deal with Nectar Prices, offering fantastic value for a mid-week dinner or a relaxed summer gathering.

As sunny skies roll in, barbecue season is heating up! Discover the smoky flavours of the Deep South, with our Slow Cooked Hickory Smoked Dino Beef Ribs. Slow-cooked for six hours and finished with a savoury smokehouse barbecue glaze that's sure to excite or for those looking for a BBQ crowd pleaser the Taste the Difference Apple Wood Smoked BBQ Pork Platter is just the ticket, made with expertly butchered prime cuts of British outdoor bred pork, lightly smoked to deliver incredible flavour and succulence — and at just £17, it's a steal!

Sweet cravings? Our showstopper desserts will dazzle and delight. Kick off with our Passionfruit, Raspberry, and Pistachio Pavlova – a burst of colour and flavour that will light up your spread and guaranteed to impress your guests. For a more indulgent experience, our Coffee and Mascarpone Tart is the answer - it's luxurious and rich, making every bite a moment to savour. Refresh your senses with our vibrant ready-to-drink Peach and Orange flavoured Spritzes. Each sip is a celebration of sunshine, the perfect gift for the host at a BBQ.

Make summer 2025 a season to remember! Whether you're hosting or enjoying sun-soaked picnics, our range has something for every occasion. Explore over 120 new Taste the Difference products, crafted to bring everyday deliciousness to your summer holidays.

Contents



Sharing plates:

Alfresco summer picnic	3-4
Mediterranean mezze	5-6
Tapas sunset dinner	7-8
Aperitivo hour	9
Fusion flavours	10
Coastal dining	11
BBQ smokehouse sharers	12
Spice & sizzle	13-14
Brilliant burgers	15
Brilliant burgers Lunch-to-go	15 16
Lunch-to-go	16
Lunch-to-go Showstopper desserts	16 17
Lunch-to-go Showstopper desserts Wine down	16 17 18





Taste the Difference Herb Heavy Tabbouleh (V)

Freshen up your lunch with herb-heavy tabbouleh! Packed with parsley, mint, cucumber and tomatoes, complimented alongside fragrant herbs, bulgar wheat and zingy lemon. It's fresh and full of flavour, perfect for a sunny midday meal.

£3.50, 220g, Available from 9th April



Taste the Difference Ricotta Stuffed Piquillo Peppers (V)

Pep-per up your sharing plates with these ricotta-stuffed piquillo peppers, filled with velvety ricotta, drizzled with extra virgin olive oil and a touch of lemon and dill. Fresh, bright and perfect for any gathering.

£3.50, 170g, Available from 9th April



Taste the Difference Loaded Houmous with Crumbled Falafel (V)

Fala-fall in love with this new loaded houmous! This Mediterranean marvel fuses velvety houmous with crumbled falafel, topped with a sweet and spicy bell pepper sauce. Serve alongside flatbreads or pitta for a taste sensation.

£3.50, 280g, Available from 9th April



Taste the Difference Chunky Greek Feta with Harissa Marinade (V)

Harissa up your life with chunky Greek feta! This creamy cheese is marinated in a melody of herbs and spices, creating a bold and flavour-packed bite. It's a must-have for any outdoor feast.

£3.50, 250g, Available from 9th April



Taste the Difference Creamy Labneh with Tomatoes & Harissa Oil (V)

Get ready to dip into deliciousness! This creamy dip combines smooth Greek strained yogurt, with rich confit of tomatoes infused with zesty lemon and fresh parsley. Tangy and full of flavour, it's the star of any alfresco spread.

£3.50, 200g, Available from 9th April



Taste the Difference Roasted Aubergine Caponata with Olives & Capers (V)

Roast your taste buds with smoky aubergine, balanced with zesty olives and capers. Enjoy with crusty bread and parsley for a mezze spread bursting with character.

£3.50, 170g, Available from 9th April





Taste the Difference Chorizo with Pedro Ximenez Sherry Glaze

Sizzle into Spanish flavours with sweet and smoky chorizo sausages, glazed with Pedro Ximenez sherry. These little sausages are bold, tangy and delicious, making them a standout addition to your mezze board.

£4.50, 230g, Available from 9th April



Taste the Difference Lamb Kibbeh with Tangy Pomegranate Drizzle

Sweet meets savoury! This lamb kibbeh is enriched with bulgur wheat, onions and pine nuts, topped with a luscious pomegranate drizzle. It's so good, you'll be pining for more.

£4.50, 250g, Available from 9th April



Taste the Difference Herby Focaccia with Extra Virgin Olive Oil (V)

Dip, dunk and delight! This herby focaccia, topped with extra virgin olive oil, fresh parsley, capers and garlic dressing, captures the essence of Italian summer. Why not pair with our tangy Labneh dip with Tomatoes and Harissa?

£3.50, 246g, Available from 9th April



Taste the Difference Spanish Tortilla with Flaked Pimenton Del La Vera (V)

Tortilla-ly delicious! This Spanish tortilla is loaded with potato, egg and spiced with smoked paprika flakes, bringing a taste of Spain in every bite.

£3.50, 300g, Available from 9th April



Taste the Difference Ancho Chilli Potatoes with Garlic Sauce (V)

Heat up your summer with smoky sweet ancho chilli potatoes, roasted to perfection and drizzled with a creamy garlic sauce.

£3.50, 300g, Available from 9th April



Taste the Difference Slow Cooked Pork Belly with Mojo Rojo Style Sauce

Find your summer mojo! Succulent slow-cooked pork belly, perfected over four hours with a paprika and oak smoked sea salt, finished with a tangu mojo rojo sauce.

£4.50, 200g, Available from 9th April





Taste the Difference Spanish Jamón Croquetas with Aioli & Pecorino

Enjoy tapas at sunset with these Spanish Jamon Croquetas, made with Iberian ham and a creamy bechamel sauce, garnished with aioli and pecorino. These delightful bites are perfect for your tapas spread.

£4.50, 200g, Available from 9th April



Taste the Difference King Prawn Pil Pil

Sun, sea, and King Prawn Pil Pil! Butterflied prawns in smoky paprika and garlic oil will transport you to sunny Spain.

£4.50, 150g, Available from 9th April



Taste the Difference Pugliese Burrata with Sun-Soaked Tomatoes

Get cheesy with super creamy burrata, topped with sun-soaked tomatoes and drizzled with extra virgin olive oil for a decadent treat. A trendy summer showstopper that'll make your taste buds dance.

£4.50, 180g, Available from 9th April



Taste the Difference Spanish Mushroom Croquetas with Aioli & Pecorino (V)

These Spanish Mushroom Croquetas are made with mixed mushrooms and a creamy bechamel. They're guaranteed to be the talk of the table.

£4.50, 200g, Available from 9th April



Taste the Difference Bacon Wrapped Halloumi Sticks with Hot Honey Drizzle

Wrap it up! Gooey halloumi and streaky bacon, drizzled with hot honey. A perfect blend of savoury and sweet.

£4.50, 250g, Available from 9th April



Taste the Difference Loaded Houmous with Crumbled Falafel (V)

Fala-fall in love with this new loaded houmous! This Mediterranean marvel fuses velvety houmous with crumbled falafel, topped with a sweet and spicy bell pepper sauce. Serve alongside flatbreads or pitta for a taste sensation that will impress everyone.

£3.50, 280g, Available from 9th April













Taste the Difference Hot Honey Pork Belly Slices

These succulent belly slices deliver barbecue bliss in one mouthful. Rubbed with smoked paprika and chipotle chilli and glazed with wildflower honey, habanero chilli and lime.

£5.50, 490g, Available from 30th April



Taste the Difference Indian Butter Chicken Kebab

Savour the rich, aromatic flavours of the Indian Butter Kebab. Succulent chicken thigh fillets marinated in spices, roasted to perfection and smothered in smoked butter. Finished with a creamy butter curry sauce for a mouth-watering experience.

£7, 700g, Available from 30th April



Taste the Difference Mighty Mexican Chicken Kebab

Spice up your summer dining with this Mighty Mexican Kebab. Tender chicken chunks marinated in chilli and lime, coated in a crunchy crumb and oven-roasted to a golden finish. A drizzle of fiery chipotle and red pepper sauce adds a flavourful punch.

£6.50, 600g, Available from 30th April



Taste the Difference Whipped Feta

This whipped feta is the ultimate sidekick for your culinary creations, made with authentic Greek feta and yogurt.

£4, 175g, Available from 30th April



Taste the Difference Corn & Jalapeno Flatbreads (Ve)

Turn up the heat and mop up the flavour with these Corn & Jalapeno Flatbreads. Inspired by South American Arepa, these flame-baked flatbreads are packed with green jalapeno chillies for a zesty kick. Try topping with guacamole and fresh coriander or braised beef, chilli sauce and pickled red onion.

£1.80, pack of 4, Available from 23rd April









Taste the Difference Discovery Collection Barossa Valley Grenache

Embrace the summer evenings with this velvety red. With cranberry and ripe plum aromas, it's smooth, spicy and offers a lingering finish. Perfect for those cosy nights.

£13, 75cl, Available from 18th May

Taste the Difference Discovery Collection Elim Sauvignon Blanc

Enjoy the zest of this Sauvignon Blanc, packed with enticing gooseberry and passionfruit flavours. Its fresh acidity adds a touch of sophistication. Wine-d down and savour the summery goodness.

£12.50, 75cl, Available from 6th April

Taste the Difference Discovery Collection New Zealand Albariño

Produced in New Zealand, this Albariño is brimming with juicy peach, citrus blossom, honeysuckle and lime. It's sure to be a hit at your next summer fiesta.

£13, 75cl, Available from 6th April

Taste the Difference Discovery Collection Morador Argentinian Sparkling

Make your celebrations sparkle with this wine from Argentina's vineyards, situated along the Andes Mountain range. Its radiant bubbles and crisp taste create a celebration in every sip.

£13, 75cl, Available from 18th May

Taste the Difference Discovery Collection Souvignier Gris

Summer in a glass! Our Souvignier Gris dazzles with mouthwatering citrus notes and fresh aromas. It's lively, refreshing and the perfect sip for those warm sunny days.

£9.50, 75cl, Available from 18th May

Taste the Difference Discovery Collection Marselan

Uncork this bold and expressive red, bursting with juicy blackberry, ripe fig and dark cocoa. This silky-smooth wine has a long peppery finish. Ideal for summer BBQs, it's a 'grape' match alongside our Hickory Smoked Beef Ribs.

£9.50, 75cl, Available from 18th May





