

Sainsbury's
Christmas
Press Pack
2025

taste
THE
DIFFERENCE

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It's (nearly) the most wonderful time of the year and excited hosts are already planning a flavoursome feast and tasty tipples for friends and family.

While food sits at the heart of our festive traditions, it's fair to say that most of us want maximum flavour and impact without compromising on time spent with nearest and dearest. Cue Sainsbury's.

This Christmas, we're excited to be launching a new range of innovative Taste the Difference drinks and dishes that will help make it even easier for you to wow guests with fantastic flavour at great value.

While you're getting in the mood for the big day, tuck into tasty party food favourites including our vibrant Vegetable Dim Sum Money Bags or our Mini Wagyu Beef Cheeseburgers which are an elevated twist on a classic. For the main event, our new Discovery 35-Day Dry Aged Aberdeen Rump Joint with a Tarragon & Pepper Cream Sauce is the perfect dish for those looking for a show-stopping centrepiece in addition to a classic turkey. We know desserts are often the best bit so whether you're after a traditional Christmas pudding or a decadent pud like our Irish Coffee Tira-Merry-Su or our striking chocolate Sleigh de Noel, there's something to please every guest.

If it's gift inspiration you're looking for, then you'll be spoilt for choice this Christmas. From a must-have Cherry and Amaretto Panettone that's handmade in Italy and housed in a beautiful, decorative box, to a luxurious Discovery Cognac to a range of tasty Free From treats, there truly is something for everyone and every occasion this festive season. So cheers to making this Christmas more joyful than ever and full of flavour with Sainsbury's!

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Party food

Taste the Difference 8 Wagyu Beef Cheeseburgers

Patty like a rock star! Celebrate the festive season with this Christmas nibble. With West Country vintage cheddar and smoky tomato ketchup, these indulgent Wagyu burgers are bound to be a crowd pleaser.

£6, pack of 8, available from 19th November

Taste the Difference Crispy Chicken Bao Buns

These soft and fluffy bao pockets will have your guests rushing back for more! Made with British Chicken coated in a Japanese style crumb, these bao buns are the perfect balance of texture and flavour.

£6, pack of 8, available from 19th November

Taste the Difference Vegetable Money Bags

Handmade, fragrant and aromatic, these multi-coloured vegetable dim sum parcels are filled with delicious vegetables and bound to impress your guests in both style and substance!

£5.50, pack of 12, available from 19th November

Starters

Taste the Difference 2 Lobster Mac & Cheese

An elevated mac & cheese to impress guests, featuring Canadian lobster, silky cheddar cheese sauce, enriched with lobster stock, double cream and English mustard. Topped with garlic breadcrumbs, this dish is the perfect way to effortlessly elevate your Christmas starters.

**£4.75, serves 2, available from
10th December**

Taste the Difference 2 Lobster Prawn Cocktails

Prawn to be wild! Celebrate the beginning of your delicious Christmas feast with a take on the classic prawn cocktail. With luxurious Canadian lobster, cold water prawns and a rich Marie Rose sauce.

**£6.50, serves 2, available from
20th December**

Taste the Difference Speyside Whiskey & Ginger Smoked Scottish Salmon

An elegant starter of Scottish salmon, cold smoked over whisky barrel chips and marinated in ginger and our signature Taste the Difference Speyside Malt Scotch Whisky. Best served alongside buttered granary bread, pickles and a squeeze of fresh orange.

**£4.75, serves 2, available from
10th December**

The main event

Taste the Difference Discovery 35-Day Dry Aged Aberdeen Angus Rump Joint

Indulge in our exquisite Taste the Difference Discovery 35-Day Dry Aged Aberdeen Angus Rump Joint with a velvety tarragon and pepper cream sauce. The salt dry-aging process enhances the tenderness and depth of flavour, making it the ultimate roast beef centrepiece for Christmas Day.

£36, serves 8-10, available from 20th December



Taste the Difference Dry Cure Gammon with a Bramley Apple & Caramel Sauce

Simply roast and boast! This dry cured gammon joint covered in a spiced apple rub, chunky Bramley apple and sweet caramel glaze takes all the stress out of cooking on the big day. A delicious cut of meat that cooks in just 150-minutes, means you can spend your time doing what really matters- celebrating with friends and family.

£25, serves 8-10, available from 12th December

Taste the Difference Mushroom Wellington

Savour the festive flavours of our plant-based Taste the Difference Mushroom Wellington. Seasoned portobello and chestnut mushrooms wrapped in rich golden puff pastry make for a delightful Christmas centrepiece for the entire family- veggie or not!

£8, serves 4, available from 3rd December



Something sweet

Taste the Difference Chocolate & Caramelised Biscuit Polar Peak

A delicious, caramelised biscuit sauce, indulgent chocolate mousse and crunchy milk chocolate base hidden beneath playful peaks of white chocolate. This standout dessert will really “peak” your guests’ interest this Christmas and make a big impact at the table.

£17, serves 8, available from 20th December

Taste the Difference Irish Coffee Tira-Merry-Su

For something after a decadent Christmas dinner, this dessert is the perfect choice. Layered with Savoiardi sponge fingers, Irish coffee soaked sponge and a sweet mascarpone cream infused with whisky, finished with chocolate flakes and cocoa powder, this is a festive tiramisu like no other.

£12, serves 6, available from 20th December

Taste the Difference Chocolate Orange Sleigh de Noël

A decadent chocolate and orange mousse with a dark chocolate and wafer base, finished with a stunning, chocolate mirror glaze and subtle gold flecks. A real ‘sleigh’ this Christmas.

£20, serves 8, available to pre-order from 18th September

Taste the Difference Toffee Nutcracker Christmas Pudding

Laced with traditional brandy and rum, crunchy almonds and walnuts and a combination of vine fruits and candied citrus, this is truly one for the Christmas pudding lovers. If that wasn't delicious enough, we've layered in luscious fudge pieces and finished it all off with a drizzle of velvety, toffee sauce.

£8.50, serves 6, available from 8th October



by Sainsbury's Roasty Toasty S'mores Pie

Baby, it's cold outside but it's toasty at the table! For a delicious alternative to traditional Christmas desserts, surprise your guests with this s'mores pie. With a rich Belgian chocolate ganache, cookie and fudge brownie base and toasted, gooey marshmallows, it will be hard to put your fork down.

£14, serves 8, available from 20th December

Taste the Difference Jewelled Stollen Wreath

A rich, spiced stollen beautifully crafted into a festive wreath to dazzle guests. Packed with brandy-soaked fruits, a luxurious orange liqueur and marzipan centre and hand-decorated with jewels of glistening cherries, golden apricots and crunchy almonds, this is a real showstopper.

£15, serves 12, available from 8th October



Carol-mel treats

Taste the Difference Caramel Custard & Mince Pie Tarts

The classic pairing of a mince pie and custard taken to a new level with delicately spiced mincemeat and buttery shortcrust pastry. Topped with an unctuous muscovado caramel custard and a crumbly flapjack, these are truly wonderful.

£3.50, pack of 2, available from 5th December

Taste the Difference Salted Caramel Frangipane Tarts

Rich caramel and delicate almond frangipane are a match made in heaven and are a must-have for those that crave buttery pastry but want an irresistible alternative to traditional mince pies.

£3.50, pack of 2, available from 8th October

Taste the Difference Carol-Mel Mince Pies

For a tasty twist on the traditional mince pie, enjoy these spiced caramel mincemeat pies. Crafted with rich, all butter pastry and a layer of golden, spiced caramel sauce, these might just be your new festive favourite.

£3.50, pack of 4, available from 8th October

A little tippie



Taste the Difference Christmas Prosecco Rosé

This blush pink Prosecco Rosé features white peach, wild strawberry and zesty citrus notes, offering balanced acidity and delicate bubbles for a refreshing finish. With an eye-catching bottle, making it perfect for serving at festive gatherings or gifting this Christmas.

£12, 75cl, available from 12th October

Taste the Difference Rhubarb, Raspberry & Clementine Bucks Fizz

A festive twist on the classic Bucks Fizz with a bubbly blend of white wine, orange, rhubarb and raspberry juice- it's the most wonderful wine of the year!

£4.50, 75cl, available from 12th October





Taste the Difference Pistachio & Chocolate Irish Cream Liqueur

A rich and smooth cream liqueur with two of this year's trending flavours – pistachio and chocolate. This Irish cream liqueur is made with triple distilled Irish whiskey and fresh cream but encompasses the flavours of Dubai chocolate so best be quick to pick one up, so you don't miss out!

£12, 70cl, available from 28th September

Taste the Difference Banoffee Pie Irish Cream Liqueur

This silky cream liqueur is made with triple distilled Irish whiskey, blended with fresh cream and packed full of the traditional flavours of a banoffee pie. This indulgent, sumptuous and sweet drink is your favourite dessert in a glass!

£12, 70cl, available from 28th September





Taste the Difference Discovery VSOP Calvados Pays d'Auge

Crafted from 100% Pays d'Auge apples and aged in French oak casks, this Discovery calvados offers exquisite notes of toffee apple, candied citrus, cinnamon, and nutmeg. A cosy blend of flavours to elevate your Christmas celebrations with a sophisticated after-dinner drink.

£26, 50cl, available from 28th September



Taste the Difference Discovery XO Cognac Fine Champagne

This Discovery Fine Champagne Cognac is crafted with 100% Ugni Blanc grapes and aged for over 10 years in French oak barrels to create delicious notes of candied fruits, cacao and cinnamon, making it easy-to-sip and a fantastic digestif during the festive season.

£38.50, 50cl, available from 28th September



Taste the Difference British Cheese & Quince Pairing Selection

Whether you're looking for a sophisticated gift or something savoury to tuck into after dinner this Christmas, our British cheese selection is bound to please. Featuring handcrafted Barber's mature Cruncher Cheddar, Long Clawson Blue Stilton, a fruity, Spanish quince paste and a selection of spelt and honey crackers for the perfect pairing.

£12, 460g, available from 19th November





Taste the Difference Discovery Terrasses du Larzac No. 51

This southern French red offers depth and warmth to festive celebrations with its dark fruit, and herb notes. A bold yet balanced wine that is perfect alongside roast meats or hearty winter fare.

£14, 75cl, available from 12th October

Taste the Difference Discovery Loire Sparkling No. 49

This delicate Loire sparkling wine has citrus zest and floral notes—ideal for toasting or pairing with canapés. Its freshness and fine bubbles add a festive sparkle to any Christmas gathering.

£12, 70cl, available from 12th October

Taste the Difference Discovery Roussette de Savoie No. 50

An elegant pairing for festive starters or roast poultry, this Roussette de Savoie is a beautifully crisp, aromatic white wine has the perfect balance of freshness and a subtle richness.

£14, 75cl, available from 12th October

Taste the Difference Discovery Patagonian Chardonnay No. 48

Cool-climate Patagonian Chardonnay delivers bright acidity, ripe orchard fruits and a touch of oak, making it a superb match for creamy starters or turkey this Christmas.

£16, 75cl, available from 22nd October

Festive spritzes

Taste the Difference Blackcurrant Spritz

A delightful aperitif made with lightly sparkling wine and natural blackcurrant flavouring. This is a beautifully refreshing tipple to enjoy chilled over ice and finished with a fresh blackberry or raspberry before your Christmas feast.

£6.50, serves 6, available 28th September

Taste the Difference Non-Alcoholic Blackcurrant Spritz

A refreshing and alcohol-free alternative that doesn't compromise on taste. Whatever your guests need, we have you covered! We recommend serving this chilled over ice and garnished with a fresh raspberry or blackberry.

£4, serves 6, available 5th October

The gift of giving



Taste the Difference Cherry & Amaretto Panettone

Elevate your celebrations with this classic Italian treat, featuring a luscious cherry and amaretto filling and studded with candied cherries. This buttery panettone, coated with a hazelnut glaze and almonds, offers a delightful twist on a beloved favourite that will have everyone wanting more!

£12, available from 8th October



Taste the Difference Chocolate Chip Shortbread Present Tin

Delight in the festive spirit with our Taste the Difference Chocolate Chip Shortbread Present Tin. With a beautiful, marble-effect adorned with a bow, this tin is perfect for gifting or enjoying yourself. Made in the Scottish Highlands, these all-butter shortbread rounds with Belgian chocolate chips, are so nice you'll hate to gift it away.

£8, serves 9, available from 29th September



Free from favourites

Taste the Difference Free From Chocolate Baubles

These mini chocolate truffles are filled with a rich, salted caramel filling and are free from gluten and milk. Garnished with gold, bronze and red lustre, they come perfectly packaged in a Christmas tree shaped box, making them a thoughtful and tasty gift to give this Christmas.

£4.50, serves 3, available from 7th September

Taste the Difference Free From Chocolate Tiffin Bauble

This incredible golden chocolate tiffin bauble may be free from gluten and milk but it is still full of flavour, packed with caramel-flavoured chocolate studded with biscuit pieces and fruit. With a golden lustre finish, this dessert is one the whole family can enjoy.

£10, serves 6, available from 7th September

Taste the Difference Free From Chocolate Orange Brownies

Inspired by one of the most popular festive flavour combinations, these chocolate orange brownies are guaranteed to get you in the Christmas spirit. Gluten free but just as delicious so they can be enjoyed by everyone this Christmas.

£4.50, serves 3, available from 7th September

On-the-move

Taste the Difference Festive Cheddar & Chutney Sandwich

This Christmas, the humble cheese and pickle sandwich has been taken to new levels of deliciousness with stuffing-flavoured cheddar, a stuffing gravy mayo mix, apple & grape chutney all between layers of scrumptious onion bread!

£4.25, available from 20th October



Taste the Difference Shredded Duck & Stuffing Brioche Roll

A tasty twist on festive flavours. Tuck into this delicious Christmas roll, filled with shredded aromatic duck and gravy-soaked stuffing with mayo, mulled wine pickled red cabbage and spring onions between soft brioche layers.

£4.50, available from 20th October



Contact us

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

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change, please check with Sainsbury's PR team before publishing.

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