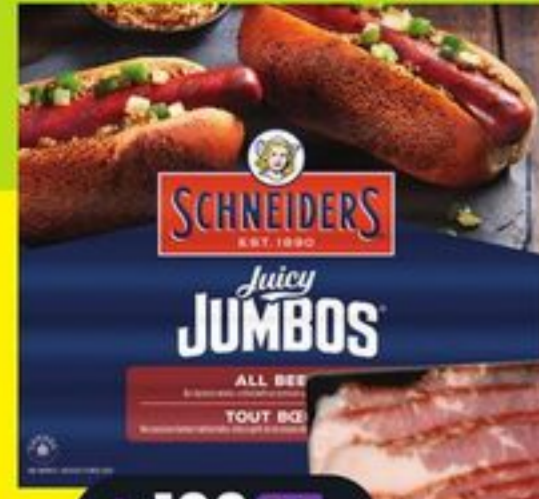


FRESH CO

Lowering food prices



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE UP TO \$4.02
3.97

Compliments Naturally Smoked Bacon 375 g
Schneiders Bologna 375-500 g,
Juicy Jumbos or Smoked Sausages 375-450 g
reg 5.99-7.99



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE \$6.02
9.97

Compliments Angus, Sirloin or Prime Rib Beef Burgers Frozen 1.13 kg
reg 15.99



2 lb

4.47

Strawberries 907 g
Product of USA
No. 1 Grade



SAVE 82¢
2.67

Dempster's Hot Dog or Hamburger Buns 12 pk, White or Whole Wheat Bread 570-675 g reg 3.49



SAVE \$1.59 /lb
4.44 /lb

Compliments Value Size Split Chicken Wings 9.79/kg reg 5.97/lb



SAVE 59¢
88¢

Nongshim Soup Bowl Noodles 86 g Selected Varieties reg 1.47



PRODUCT OF CANADA

2.97

Seedless Cucumbers 3 pk
Product of Canada
Canada No. 1



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE \$1.80
2.47

Black Diamond Cheese Slices 410 g reg 4.27



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE \$1.82
4.47

Chapman's Markdale Creamery Ice Cream 2 L or Canadian Collection Bars 8x55 mL reg 5.49-6.29



6.97 with Scene+ Card
7.99 without Scene+ Card

Coca-Cola or Pepsi Soft Drinks 12x355 mL Selected Varieties



SAVE \$1.62
5.97

Purex Bathroom Tissue 12=24 Rolls
Sponge Towels 6 pk reg 9.99-11.99

2 DAYS ONLY! MAY 17-18, 2024

Scene+ LOAD & SCORE

LOAD THIS OFFER AND GET **10%** BACK IN POINTS FOR EVERY \$40 THAT'S **400 PTS** FOR EVERY \$40 SPENT



DOWNLOAD THE FRESHCO APP



DISCOVER FLAVOURS OF THE WORLD!

Flyer in effect May 2024
Prices in Effect in Western Canada
THUR 16 FRI 17 SAT 18 SUN 19 MON 20 TUES 21 WED 22

Scene+ 1000 PTS = \$10 OF FREE GROCERIES

Liberté Greek
Yogourt
650-750 g
reg 6.97



SAVE \$1
5.97



SAVE \$4
8.97

Folgers Ground Coffee
544-816 g
Maxwell House Coffee
900-925 g reg 10.99-12.97



Big format
Big value



SAVE \$3.92
8.97

Sanpellegrino
Sparkling Water 6x1 L
reg 11.99



SAVE \$3.38
2/\$6

Lay's Potato Chips 177-235 g
or Poppables 130 g
Tostitos 205-300 g
Smartfood 150-220 g
Havoc Snacks 200 g
reg 3.69-4.69



2.47

Fruitopia
Drinks 1.75 L
Peace Tea
1.75 L
reg 2.99



SAVE \$2.52
5.97

Heluva
Good! Dip
680 g
reg 8.49



SAVE \$2
5.97

Black
Diamond
Jumbo
Cheestrings
12-16 pk
reg 7.97

200 PTS
when you buy 1

That's like
\$2
toward your
groceries



SAVE \$3.02
11.97

Nescafé Rich 475 g
reg 14.99

SAVE \$2.02
12.97



Quaker Chewy
or Dipp's Granola
Bars Club Pack
835-960 g
reg 14.99

Scene 1000 PTS = \$10 IN FREE GROCERIES



100 PTS
when you buy 2

That's like
\$1
toward your
groceries

SAVE \$1.52
3.97

Kraft Peanut Butter 500 g
Kraft Cheez Whiz 450 g
reg 5.49



100 PTS
when you buy 2

That's like
\$1
toward your
groceries

SAVE \$1.02
3.97

Ocean Spray
Cocktail 1.89 L
Ocean Spray
100% Juice 1.77 L
reg 4.49-4.99



100 PTS
when you buy 4

That's like
\$1
toward your
groceries

\$2

Aylmer Accents
540 mL
reg 2.49



100 PTS
when you buy 2

That's like
\$1
toward your
groceries

SAVE \$1
3.97

Hidden Valley Ranch
473 mL reg 4.97



100 PTS
when you buy 5

That's like
\$1
toward your
groceries

1.47

Cesar Wet Dog Food 100 g
Iams Wet Dog Food 75 g
reg 1.69-1.89



100 PTS
when you buy 2

That's like
\$1
toward your
groceries

SAVE \$1.22
3.47

Dial Hand Soap
221 mL
reg 4.69



SAVE \$3.11
14.88

Powerade Variety
Team Pack 24x591 mL
reg 17.99



200 PTS
when you buy 1

That's like
\$2
toward your
groceries

SAVE \$4.02
17.97

Pillsbury
Pizza Pops
30 pk 2.85 kg
reg 21.99



SAVE \$4.02
15.97

Gain Laundry
Detergent 4.55 L
Downy Beads 680 g
reg 18.99-19.99



1000 PTS
when you buy 1

That's like
\$10
toward your
groceries

Pampers Super Econo Pack
66-160 pk reg 39.99
(Ad Matching does not apply to this
item this week)

Scene
DIGITAL
EXCLUSIVE

MAY 16-22, 2024



THAT'S
LIKE

20%*
back in PTS

For every dollar spent on Johnsonville Original
or Breakfast Sausages 250-500 g Selected Varieties
*terms and conditions apply



Get 20 pts for every dollar spent on Johnsonville Original or Breakfast Sausages,
when you LOAD THIS OFFER to your card

This flyer is printed with vegetable based inks. Please recycle where facilities exist.

The Scene+ Loyalty Program is available at all participating FRESHCO locations within WESTERN CANADA. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, food/dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McAfee/7M/Hotmail/Starbucks products and services, select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus Corporation used under license by Scene Plus Corporation. Offers valid Thursday, May 16, 2024 to Wednesday, May 22, 2024. Prices in effect while supplies last. We reserve the right to limit quantities. No rainchecks except as advertised. All price savings shown in this flyer are measured against our lowest regular retail prices offered at our stores in the applicable trade area. Guarantee does not apply to banners owned, operated or franchised by Sobey's Capital Incorporated. Savings offered may differ by region. We reserve the right to correct any unintentional errors in this flyer and make changes to any of our programs without prior notice. See www.freshco.com for details. Our reference to "lowest prices", "low prices" and other similar statements in our ads is as compared to the full-service banners operated by Sobey's Capital Incorporated. See in store or [FreshCo.com](https://www.freshco.com) for full details of our Guarantees. All Guarantees are applied at our absolute discretion and we reserve the right to define competitor, trade area and to limit quantities. Not to be combined with any other offers and subject to change without notice. Guarantees do not apply to third party vendor products, prescriptions, gift cards, liquor, tobacco, clearance & limited-time products, loyalty and marketing initiatives and any products which may not be discounted by law (i.e. "Limitations"). **LOWEST PRICE GUARANTEE:** Subject to the Limitations and excluding products sold by third party vendor products sold within the store. If a discount competitor within the geographic trade area offers a lower price on an identical item by brand and size that we carry in this store, we will sell you that item for \$1 less than the discount competitor's current advertised price in their flyer. Price matching will be done for the following banners: Ontario: No Frills, Food Basics, Real Canadian Superstore, and Wal-Mart British Columbia, Alberta, Saskatchewan, and Manitoba; No Frills, Real Canadian Superstore, Wal-Mart and Save-On-Foods. Price match locations are subject to change based on regional circumstances. Does not apply to competitor errors. Limit of four (4) units of each price matched item per customer. **DOUBLE FRESH GUARANTEE:** Subject to Limitations. If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can return the product with a receipt within 14 days of purchase and we will refund the purchase price and provide you with an identical replacement product (while supplies last). **IN-STOCK GUARANTEE:** Subject to Limitations and excluding seasonal and limited quantity products, if you find that we are out of stock of any product featured in this store's current flyer, we will provide you with a rain check that can be used to purchase the item for 10% off the current advertised price when the item is back in stock. **PRICES IN EFFECT IN WESTERN CANADA**

50 PTS when you buy 1

4.47 /lb

Avocados 4 pk
Product of Mexico

PRODUCT OF CANADA

2.97 /lb

Red, Yellow or Orange Sweet Bell Peppers
Product of Canada
6.55/kg

USA

1.97 /lb

Cosmic Crisp Apples or Anjou Pears
Product of USA
Extra Fancy Grade
4.34/kg

4.47 /lb

Red or Black Seedless Grapes
Product of Chile
No. 1 Grade
9.85/kg

50 PTS when you buy 1

2.97 /lb

Iceberg Lettuce
Product of USA
No. 1 Grade

2.97 /lb

Broccoli Crowns
Product of USA or Mexico
6.55/kg

50 PTS when you buy 1

4.97 /lb

Clementines
2 lb
Product of Morocco
907 g

50 PTS when you buy 1

5.97 /lb

Compliments Baby Spinach or Spring Mix 312 g
Product of USA

100 PTS when you buy 2

That's like \$1 toward your groceries

2.97 /lb

Mini Seedless Cucumbers 6 pk
Product of Canada
Canada No. 1
Grape Tomatoes Pint
Product of Canada or Mexico

100 PTS when you buy 2

That's like \$1 toward your groceries

3.47 /lb

Compliments Yellow, Red or Medley Mini Potatoes 680 g
Product of Canada
Canada No. 1

WEEKLY DEALS EVERYDAY LOW PRICES

Look for these symbols while you shop.

SAVE 52¢ /lb

3.97 /lb

Fresh Centre, Rib or Sirloin Pork Loin Combo Chops
8.75/kg reg 4.49/lb

PREFERRED ANGUS

SAVE \$1 /lb

15.97 /lb

Angus Beef Rib Steak Value Pack
Cut from Canada AA Grade
Beef or Higher 35.21/kg reg 16.97/lb

50 PTS when you buy 1

15.99 /lb

Atlantic Salmon Steaks
Previously Frozen 35.25/kg

Schneiders Smokies 175 g
OR BUY 1 \$3.00

BUY 2 OR MORE
\$2 ea

\$8

Marcangelo Skewers
Selected Varieties
200-320 g

SAVE \$2

7.97

Piller's Meat Sticks
300-500 g
reg 9.97

SAVE \$1.90

9.47

Al Safa Beef Burgers
Frozen 800 g
reg 10.97

SAVE \$1.02

3.27

Dempster's Tortillas 426-640 g
San Daniele Mortadella 175 g
Mastro Capocollo or Prosciutto Cotto 125 g
reg 4.29

SAVE \$4.02

4.97

Tre Stelle Feta 200 g
Bocconcini 200 g
Ricotta 475 g
Boursin 150-220 g
reg 5.49-8.99

SAVE \$3.32

5.47

Marcangelo 100 g
Balderson Cheese 250-280 g
Selected Varieties
reg 6.49-8.99

Scene GET 1000 PTS

FOR EVERY \$100 SPENT
IN HAPPY HER, HAPPY HIM OR
HAPPY CUSTOM GIFT CARDS!

Offer valid during May 16 - 22, 2024. Sorry no rainchecks or price matching. Offer valid only on Happy Custom \$25-\$500 VL, Happy Her \$25-\$500 VL, Happy Him \$25-\$500 VL. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

\$2

Compliments
Lemonade
1.75 L



SAVE \$1.02

5.97

Bubly 12x355 mL
Montellier 10x355 mL
reg 6.99



SAVE \$2.50
3.97

Armstrong
Natural Cheese
Slices
220-240 g
reg 6.47



SAVE \$5.92
5.97

International
Delight Iced
Coffee 1.89 L
reg 7.49



BUY 2 OR MORE
SAVE MORE
3.97
ea

OR BUY 1 \$4.99
Philadelphia
Cream Cheese
227-250 g



SAVE \$2.74
6.25

Nestea
12x341 mL
reg 8.99



SAVE \$1.52
5.47

Gatorade
6x591 mL
Gatorade
8x355 mL
reg 6.99



SAVE \$8.92
14.97

Nabob Ground
Coffee 930 g
Nabob Coffee
Pods 30 pk
reg 19.99-22.99



SAVE \$5.92
2.47

Kellogg's
Cheez-It
Crackers
191-200 g
Pringles Super
Stacks 148-156 g
reg 3.49-3.79



SAVE 82¢
2.97

Pepperidge Farm
Goldfish Crackers
168-227 g reg 3.79



Love it
or it's free*
*For details see
Compliments.ca



Great products,
incredible value,
every day



1000 pts = \$10
in FREE
groceries



Reduced
pricing for
Scene+
members



SAVE \$2.92
5.47

Kellogg's Cereal Selected
480-650 g reg 6.99-7.79



100 PTS
when you buy 2
That's like
\$1
toward your
groceries
SAVE \$2.48
2/6.50

Oasis or Arizona Iced Tea
Drink Boxes 8x200 mL reg 4.49



SAVE \$5.92
3.97

Christie Family Crackers
Selected Varieties 345-350 g
Christie Premium Plus 450 g
reg 4.49-4.99



SAVE \$3.02
6.97

Orville Redenbacher Microwave
Popcorn 700-820 g 10 pk
reg 9.99



150 PTS
when you buy 2
That's like
\$1.50
toward your
groceries
SAVE \$1.22
4.27

Christie
Family Cookies
Selected
Varieties
374-520 g
reg 5.49



SAVE 82¢
2.97

VH Sauce
341-380 mL
reg 3.79



SAVE \$1.20
2.77

Clover Leaf
Solid White
Albacore Tuna
170 g
reg 3.47-3.97



3.97

Classico
Pasta Sauce
218-650 mL
reg 4.27

Axe Body Spray 76-113 g,
Hair Care or Body Wash 473 mL,
Dove Bar Soap 3 pk or
Body Wash 325-400 mL
reg 5.99-7.27

100 PTS
when you buy 2
That's like
\$1
toward your
groceries
SAVE \$1.88
5.47



Scene
MEMBER
PRICING

8.97
with
Scene+
Card
9.97
without
Scene+
Card

Scotties
Facial Tissue
9 pk



Scene

EARN REWARDS FASTER WITH UP TO
7,500 BONUS SCENE+ POINTS*
with the Scotiabank® Scene+™ Visa® Card.

Apply now at scotiabank.com/earnpointsfaster
*With minimum spend on everyday purchases in the first year.
Conditions apply. *Not in. Licensed user. Offer subject to change.
Offer effective Mar 1 - June 30, 2024.

GARDEN CENTRE DEALS

10" Boston Fern
Hanging Baskets

2/\$38
or \$19.97 ea



2/\$9
or \$4.97 ea

Assorted
Premium
Annuals
4.3" Pot



Assorted Herbs
4" Pot
Assorted Vegetables
4" Pot

4/\$12
or \$3.47 ea



Flowering Annuals
6 pk

4/\$15
or \$3.97 ea



2/\$15
or \$7.97 ea

Assorted
Flowering
Annuals
1 Gallon Pot

25⁹⁷

9" Succulent Bowl

21⁹⁷

20" Strawberry
Window Box

COOL DOWN DEALS



SAVE 50¢
10⁴⁷

Häagen-Dazs Ice Cream
6 pk reg 10.97

100 PTS
when you buy 2
SAVE \$1.92
6⁹⁷

That's like \$1
toward your groceries



Chapman's Super Novelties
8-18 pk reg 8.49

Scene+
MEMBER PRICING

5⁸⁷
with Scene+ Card
6⁹⁷
without Scene+ Card



Nestlé Drumstick or
Del Monte Sorbet 946 mL
Selected Varieties



100 PTS
when you buy 2
SAVE 52¢
4⁹⁷

That's like \$1
toward your groceries

Chapman's Lolly
28x50 mL
reg 5.49



4⁴⁷

Compliments Fudge Ice Milk Bars or Ice Cream Bars 12 pk reg 4.79



SAVE 52¢
5⁷⁷

Compliments Ice Cream Sandwiches 12 pk reg 6.29



SAVE 52¢
3⁷⁷

Compliments Ice Cream Cones 4 pk reg 4.29



SAVE 82¢
4⁹⁷

Compliments Ice Cream 1.5 L reg 5.79



SAVE \$2.92
6⁹⁷

Sorbicious Sorbet Bars 8 pk reg 8.99



SAVE \$1.92
4⁹⁷

Neale's Sweet N' Nice Ice Cream 500 mL reg 5.99



100 PTS
when you buy 2
That's like \$1
toward your groceries

SAVE \$1.92
3⁹⁷

Chapman's Super Premium Plus Ice Cream 500 mL reg 4.99

I ♥
Reese's DAY
MAY 18TH

SAVE 80¢
1⁶⁷

Hershey's King Size Bars Assorted Varieties 62-85 g reg 2.47

SAVE 80¢
13⁴⁷

Hershey's Reese's Large Packaged Candy 800 g reg 14.27



SAVE \$1.00
3⁹⁷

Hershey's Multi 4 pk Assorted Varieties 172-232 g reg 5.77

Hershey's Packaged Candy Assorted Varieties 160-290 g reg 5.77

SAVE \$1.00
3⁹⁷



Scene+ Get 300 PTS When you spend \$15 on participating REESE'S products

SUNCARE BLITZ



10⁹⁷

Banana Boat Sunscreen
150-315 mL or 170-226 g
Selected

15⁷⁷

Coppertone
Sunscreen Lotion or Spray
148-259 mL or 142-156 g
Selected



13²⁷

Hawaiian Tropic
Sunscreen
Selected
240-480 mL
or 170 g



SAVE 80%
11⁹⁷

Huggies Little
Swimmers 10-12 pk
reg. 12.77

8⁹⁷

Compliments
Sunscreen
Selected
177-222 mL



5⁹⁷

Compliments
After Sun Gel 473 mL



9⁹⁷

Raid Insect Killer
Selected 350-400 g

5⁹⁷

OFF! Mosquito Coils
8 pk



11⁴⁷

OFF! Deep Woods
Insect Repellent
100 mL or 113-230 g
Selected

10⁹⁷

Piactive Mosquito
Repellent 150 g or
175 mL Selected



HAPPY DRAGON BOAT FESTIVAL



Inside Round Stir Fry Angus Beef
Cut from Canada AA or Higher
28.59/kg reg 14.44/lb

SAVE \$1.47/lb
12.97
/lb



SAVE 99¢
3.98

Lotte Mochi Ice Cream 270 mL
Selected Varieties
reg 4.97



98¢
/lb

Flat Cabbage
Product of China
2.16/kg



1.98
/lb

Baby Bok Choy or Shanghai Bok Choy
Product of USA or Mexico 4.37/kg



888

Mann's Sugar Snap Peas 680 g
Product of USA



SAVE 59¢
1.88

Aroy-D Canned Coconut Milk 400 mL
reg 2.47



SAVE \$5.09
8.88

Knorr Chicken Broth Mix 1 kg
reg 13.97



SAVE \$1
\$9

Compliments Sea Salt & Cracked Black Pepper Pork Belly 500 g
reg 10.00



SAVE \$1.09
2.88

KJ Foods Dumplings 380-450 g
Selected Varieties
reg 4.77



SAVE \$1.09
4.88

Nongshim Instant Noodles 448-480 g
Selected Varieties
reg 5.97



SAVE 59¢
88¢

Swanson Chicken Broth 412 mL
reg 1.47



SAVE \$1.09
3.98

Kadoya Sesame Oil 163 mL
reg 5.97



SAVE \$1.09
3.88

Lee Kum Kee Sesame Sauce 180 mL reg 4.97



SAVE \$1.48
3.98

Nissin Instant Noodles 500 g
Selected Varieties
reg 5.47



20 PTS when you buy 1
SAVE \$3.49
5.48

UCC Instant Coffee Blend 90 g
Selected Varieties
reg 8.97



SAVE 69¢
2.28

Lee Kum Kee Soy Sauce Light 500 mL reg 2.97



SAVE 79¢
1.98

HY Guava Candy 340 g
reg 2.77



20 PTS when you buy 1
SAVE \$1.09
6.88

Binggrae Flavoured Milk Drink 200 mL
Selected Varieties
reg 8.47



SAVE 99¢
1.98

Hata Ramune Soda 200 mL
Selected Varieties
reg 2.97



SAVE \$1.19
3.28

Marutai Noodles 185-186 g
Selected Varieties
reg 4.27-4.47



20 PTS when you buy 1
SAVE \$1.09
6.88

CJ BBQ Sauce for Beef or Ribs Marinade 840 g
Selected Varieties
reg 7.97



Foco Coconut Juice or Foco Roasted Coconut Juice 520 mL reg 1.97-2.77

SAVE \$1.09
1.68



WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY.

HEALTH & BABY BARGAINS



SAVE \$180
247

Nestlé Gerber
Baby Snacks
42-155 g
reg 4.27



SAVE 72¢
197

Nestlé Gerber
Organic Purée
128 mL
reg 2.69



Colgate Toothpaste 70-120 mL or
Kid's Toothpaste 75 mL
reg 2.29-2.99



TRESemmé
Hair Shampoo
or Conditioner
828 mL or
Hair Styling
Products
298-413 g
reg 6.77

SAVE 80¢
597



SAVE UP TO \$102
197

Scene: TURN POINTS INTO GROCERIES



500 PTS
when you buy 1
That's like
\$5
toward your
groceries

SAVE \$780
2597

Huggies Giga Pack
Diapers 36-108 pk
reg 33.77



500 PTS
when you buy 2
That's like
\$5
toward your
groceries

SAVE \$552
2897

Pampers Easy Ups
56-66 pk or
Ninjamas Diapers
34-44 pk
reg 33.49-34.49



100 PTS
when you buy 1
That's like
\$1
toward your
groceries

SAVE 52¢
397

Speed Stick Deodorant or
Antiperspirant 45-70 g
reg 4.49



150 PTS
when you buy 1
That's like
\$150
toward your
groceries

SAVE \$172
1497

Huggies Baby Wipes
Selected 352-384 pk
reg 16.69



150 PTS
when you buy 1
That's like
\$150
toward your
groceries

SAVE \$194
497

U by Kotex Tampons 16 pk,
Pads or Liners 12-50 pk
Selected (Premium 1x)
reg 6.29-6.47



200 PTS
when you buy 2
That's like
\$2
toward your
groceries

SAVE \$1
197

Softsoap Hand Soap
221 mL
reg 2.97

Scene: 1000 PTS = \$10 OF FREE GROCERIES



EARN UP TO **7,500** WELCOME BONUS SCENE+ POINTS¹

with the Scotiabank[®] Scene+[™] Visa^{*} Card.
That's \$75 in groceries.[^]

APPLY NOW

¹With minimum spend on everyday purchases in the first year. Other conditions apply. Offer subject to change.

^{*}Visa Int/Licensed user

[^]Scene+ points redeemed at any Participating Empire Location must be redeemed in increments of 1,000.

See full list of participating merchants across Canada at [Scotiabank.com/participatingstores](https://www.scotiabank.com/participatingstores).

²On all eligible purchases at participating grocery stores. Conditions Apply.