

1000+

ITEMS ARE
PRICE LOCKED
OR AT NEW LOWERED PRICES

Look for these symbols in store



Sobeys

Buy 1 Get 1 FREE*

LARSEN or MAPLE LEAF Wieners 375 g starting at 6.99 ea

*of equal or lesser value

Scene+ MEMBER PRICING

4.99 /lb, 11.00/kg

with Scene+ Card

Members SAVE \$1 /lb

5.99 without Scene+ Card

Extra Lean Ground Beef Family Size

3.99 /lb

Fresh Pork Tenderloin Family Size cryovac 8.80/kg

Scene+ MEMBER PRICING

9.99

with Scene+ Card

Members SAVE \$3

12.99 without Scene+ Card

Prepared Fresh Daily In Store Fruit or Vegetable Trays 1-1.3 kg

3 PACK

3.99

Rainbow Peppers product of Canada or Mexico 3 pk

CHOOSE CANADIAN SEAFOOD

4 Day salmon sale! THUR 25 FRI 26 SAT 27 SUN 28

Scene+ MEMBER PRICING

10.99 /lb, 24.23/kg

with Scene+ Card

Members SAVE \$3 /lb

13.99 without Scene+ Card and Rest of Week

Fresh Atlantic Salmon Fillets Family Size product of Canada subject to availability

HOT PRICE

3.97

QUAKER Harvest Crunch Cereal or Selected Varieties 350-600 g, KELLOGG'S Premium Cereal selected 306-553 g or KELLOGG'S Cereal selected 210-435 g

HOT PRICE

2.49

ASTRO Yogurt 650-750 g, KRAFT Dip 227 g or INTERNATIONAL DELIGHT 473 mL

HOT PRICE

2/13

COCA-COLA or PEPSI Soft Drinks 12x355 mL

200 PTS when you buy 2

HOT PRICE

2.99

VILLAGGIO Bread 510-675 g or Buns 6-8 pk

HOT PRICE

3/6.99

CHRISTIE Ritz Crackers selected 180-200 g, Wheat Thins 175-200 g, Toppables 386 g or Triscuits 185-200 g

HOT PRICE

\$2

MCCAIN Regular Fries 800 g

Special Olympics Canada

Donate in store April 25th - May 5th to support athletes with intellectual disabilities in our community. And we will match your donation.*

Joaquin Smith Halifax, NS

*100% of the money raised will be donated to Special Olympics Canada with no administration fees retained by Empire Company Limited. No tax receipts will be issued for the donations made during this time. Empire Company Limited will match donations made in-store to a maximum of \$500,000 from April 25-May 5, 2024. For more information, please visit: www.specialolympics.ca

Prices and offers in effect April-May 2024 Nova Scotia

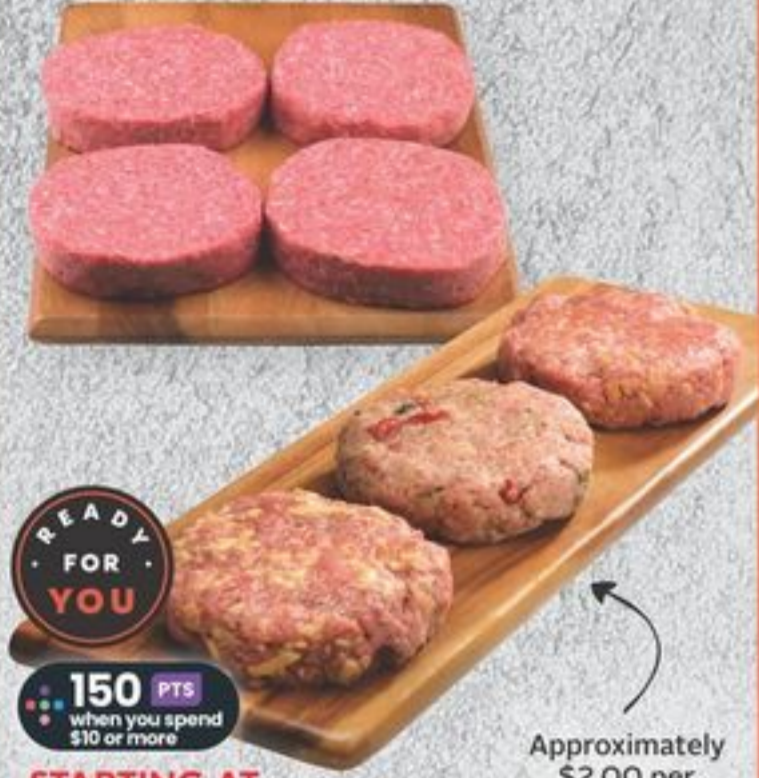
THU 25 FRI 26 SAT 27 SUN 28 MON 29 TUE 30 WED 1

So many deals Scan here for our full digital flyer



**Buy 1 Get 1
FREE**
*of equal or lesser value

COMPLIMENTS ORGANIC
Whole White Mushrooms
product of Canada 227 g
3.69 ea



150 PTS
when you spend
\$10 or more

Approximately
\$2.00 per
patty

**STARTING AT
6.49**
/lb

Lean Ground Beef Burgers, Bacon &
Cheddar, Jalapeño & Cheddar or Onion
& Swiss or Medium Ground Beef Chuck
Inclusion Burger starting at 14.31/kg

**It's time to
get grillin'**



**BUY 1 GET 1
50% off**

THE KEG, MONTANA'S,
ST. LOUIS BAR & GRILL,
EARL'S KITCHEN + BAR,
BELMONT, CARDINAL
ROADHOUSE, BUTTERBALL
or COMPLIMENTS Burgers
& More! 500 g-2.27 kg



**STARTING AT
5.99**
/lb

STERLING SILVER Fresh Top Sirloin
Beef Kabob with Assorted Vegetables
or Boneless Skinless Chicken Breast
or Thigh Kabobs or Pork Tenderloin
Kabob starting at 13.21/kg



15% off

Prepared Fresh Daily Roasters or
BBQ Grillers assorted sizes

30% off

Fresh Boneless Striploin Grilling Steaks or Premium Oven Roast Family Size cut from Canada AA or USDA Select grade beef

7⁹⁹ /lb

Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 17.61/kg



6⁹⁹

COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb 340 g or ANCHOR BAY Cooked Shrimp in Ring with Sauce 340 g

250 PTS when you buy 1

12⁹⁹

COMPLIMENTS Frozen Pork Back Ribs or Chicken Wings, Fillets or Chunks 680-800 g



6⁹⁹

From Atlantic Canada

COMPLIMENTS Honeycrisp Apples product of Atlantic Canada fancy grade 1.36 kg bag

80 PTS when you buy 2

3⁹⁹

Hot Dog or Hamburger Buns 8 pk



6⁴⁹

MAPLE LEAF Natural Selections Sliced Meats 125-175 g selected

3⁹⁹

Cauliflower product of USA or Mexico no 1 grade



4⁹⁹

COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected



3⁹⁹

KRAFT Singles 410 g



2/\$7

OLD DUTCH Potato Chips 235 g



3/3⁹⁹

HEINZ Beans or Pasta 398 mL



2⁹⁹

DIANA Sauces 500 mL or Marinades 375 mL or BULL'S-EYE BBQ Sauce 425 mL



2/\$3

CATELLI Garden Select Pasta Sauce 640 mL



4⁴⁹

DR. OETKER Ristorante or Casa Di Mama Pizza 320-410 g



5⁴⁴

NESTLE Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumsticks, DEL MONTE or Selected Premium Novelties 4-12 pk



6⁹⁹

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg



3²⁷

Cream 1 L or Whipping Cream 473 mL brands vary by province



2⁹⁹

EARTH'S OWN Oat Beverage 1.75 L



8⁹⁹

VAN HOUTTE K-Cup® Pods 10-12 pk, MAXWELL HOUSE Robust and Ground Coffee 631-925 g, FOLGERS Ground Coffee 544-865 g



2/\$6

DARE Bear Paws Cookies 168-240 g, Viva Puffs, Wagon Wheels, Ultimate 290-360 g or LECLERC Celebration Cookies 240-350 g



3⁹⁹

200 PTS when you buy 2

CREST Toothpaste 63-120 mL or ORAL-B Toothbrushes or Floss 1 pk selected



14⁹⁹

TIDE Laundry Detergent 2.48-2.72 L, Pods 25-42 pk, DOWNY or GAIN Beads 515 g or Fabric Softener 1.43-3.29 L



6⁹⁹

CASHMERE Bathroom Tissue 12-24 rolls or 8-24 rolls, SPONGE TOWELS 3-6 pk or SCOTTIES Facial Tissue 6 pk

Scene GET 500 PTS FOR EVERY \$25 SPENT IN GAP INC. BRANDS, KOBLO, WAJSPA OR JOEY RESTAURANTS GIFT CARDS!

Offer valid during April 25 - May 1, 2024. Sorry no rainchecks or price matching. Offer valid only on Gap Options \$50, Gap Options \$50, Gap Options \$50, Gap Options \$50, Jojoys \$50, Jojoys \$50-800 V, Jojoys \$50-800 V, Jojoys \$50-800 V, Jojoys \$50, Waypops \$15-500 V, Kobo \$25, Kobo \$45, Kobo \$50, Kobo \$10-\$350 V. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check. You may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text provided for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene® Loyalty Program is available at all participating Sobeys locations within Nova Scotia. No base Scene® points earned. See weekly offers for current ways to earn Scene® points. All weekly Scene® offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services. Western Union, McAfee/7-Eleven/Honda/Starbucks® products and services in 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. Redeem 1,000 Scene® points for \$10 towards your purchase up to a maximum of 50,000 Scene® points (\$500) per day. 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 Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Nova Scotia. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald.

SOBEYS_WKS2_OBC_ATL_N5

LOAD IT TO GET IT!

Get up to **1550** **PTS**

Load offers in the **Sobeys app**
or at **MyGroceryOffers.ca**

That's
like over
\$15
toward your
groceries



Get **1000** **PTS**
when you spend **\$30**

Marinated or Glazed Beef, Chicken or Pork
from the service case



Get **200** **PTS**
when you buy **2**

WERTHER'S ORIGINAL Candy
230-245 g



Get **150** **PTS**
when you buy **2**

MERCI Chocolate
100 g



Get **200** **PTS**
when you buy **2**

LOOP Kefir Water 355 mL



Offer valid April 25th to May 1st, 2024 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Serving
up
value



Recipe of the Week:
**Warm Tuna
and Broccoli
Pasta Salad**

only
\$5 * per
serving
or
less

Get recipe

BARILLA
Farfalle Pasta
410 g



Hirros Cherry
Tomatoes product of
Canada or Mexico 255 g



Broccoli Bunches
product of USA or Mexico



Bulk Red Peppers
product of Canada or Mexico



**PRICE
LOCK**

CLOVER LEAF
Skipjack Tuna 170 g

*You can make this recipe for \$5 or less per portion, based on pricing in-store and in the April 25th to May 1st, 2024 weekly flyer. Stated cost does not include basic household pantry items. Stated cost is based on amount of each ingredient required in recipe.

LOOK
FOR **1000+**

ITEMS THAT ARE **PRICE LOCKED**
AND AT NEW LOWER PRICES
THROUGHOUT THE STORE

1000+

ITEMS ARE **PRICE LOCKED**
OR AT NEW LOWERED PRICES

new
LOWER
PRICE

BUY
MORE
SAVE
MORE

2.49

ea when you
buy 3 or more
COMPLIMENTS Herbs 20-28 g
assorted varieties 2.79 ea



new
LOWER
PRICE

3.49

From Canada
COMPLIMENTS ORGANIC Sliced
Mushrooms product of Canada
227 g



new
LOWER
PRICE

75 PTS
when you buy 2

3.99

COMPLIMENTS Salads 426-454 g
regular potato, creamy coleslaw,
macaroni or other selected varieties



new
LOWER
PRICE

5.99

/lb
PANACHE Flattened
Chicken Lemon Greek,
Jerk or Portuguese
13.21/kg



new
LOWER
PRICE

3.49

COMPLIMENTS Cookies
selected 300-350 g



new
LOWER
PRICE

4.99

HUNGRY-MAN Frozen Dinners
360-455 g



new
LOWER
PRICE

3.79

CAVENDISH FARMS Restaurant
Style Fries 540-750 g



BUDGET PLEASERS!

Look for
these
symbols
while you
shop

special
OFFER

Extended
offer for
4+ weeks

BUY
MORE
SAVE
MORE

Save when
you stock up
on more

WEEKLY
SPECIAL

Spotlight on
weekly
specials

SAVE
this
week

Amazing
limited-time
price

Scene⁺

1000 = 10
in FREE
groceries

Scene⁺
MEMBER
PRICING

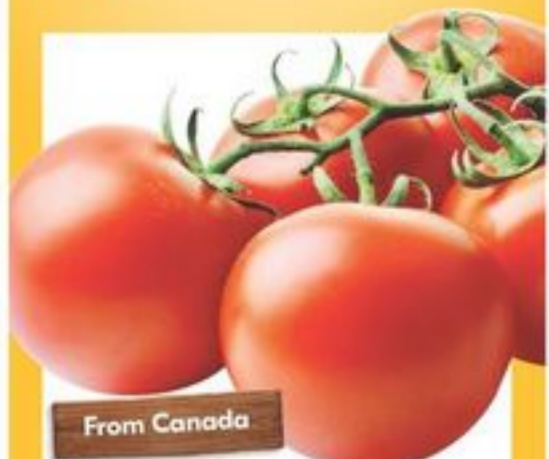
Reduced
pricing
for Scene⁺
members

compliments

Love it
or
it's free*

*For details see
Compliments.ca

Fresh picks



From Canada

2⁴⁹ Tomatoes on the Vine product of Canada no 1 grade 5.49/kg



From Canada

3⁴⁹ Mini Seedless Cucumbers product of Canada no 1 grade 6 pk



From Canada

2⁹⁹ Boston Lettuce product of Canada

Enjoy fresh hothouse produce!



3⁹⁹ Grape Tomatoes product of Canada or Mexico



5⁹⁹ Sweet Mini Peppers product of Mexico 454 g

Scene PLUS UP POINTS

ALL WEEK LONG!



100 PTS when you buy 2

2/\$6

COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA



50 PTS when you buy 1

5⁴⁹ French Green Beans product of Mexico or Guatemala 400 g



5⁴⁹

100 PTS when you buy 1

SUMMI Asian Appetizers 240-350 g



9⁹⁹

300 PTS when you buy 2

PROMISE Gluten-Free Loaves 400-480 g



200 PTS when you buy 1

6⁹⁹

NOSSACK Sausage Rolls 4 pk 360 g

BAKED IN STORE

100 PTS when you buy 2

5⁹⁹

Chocolate Chip, Oatmeal Raisin or Monster Cookies 310 g



200 PTS when you buy 2

2⁹⁹ SCHNEIDERS Meat Pies 275 g



100 PTS when you buy 2

3⁹⁹ CAVENDISH FARMS Flavour Crisp Fries 454-750 g



BUY MORE SAVE MORE

150 PTS when you buy 9

\$7 (or when you buy 9 or more) DANONE Go! 190 mL 1.79 ea



100 PTS when you buy 2

4⁹⁹ ARMSTRONG Cheese Sticks 210 g or Combos 180 g



100 PTS when you buy 2

4²⁹ MARS Multi-Packs 200-208 g



150 PTS when you buy 2

2/\$6 PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g



That's like \$4 toward your groceries

400 PTS when you buy 4

LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g



That's like \$5 toward your groceries

500 PTS when you buy 2

19⁹⁹

MELITTA Whole Bean Coffee 907 g



BUDGET PLEASERS!

Look for these symbols while you shop

WEEKLY SPECIAL

Spotlight on weekly specials

BUY MORE SAVE MORE

Save when you stock up on more

SAVE this week

Amazing limited-time price

SPECIAL OFFER

Extended offer for 4+ weeks

74,000+ PTS

available in store April 25-May 1, 2024

That's \$740 of free groceries*

That's like \$4 toward your groceries

400 PTS when you buy 2

10.99

JANES Pubstyle Breaded Chicken or Turkey Strips, Nuggets, Burgers, Chicken Fries, Popcorn Chicken or Chicken Wings 600-700 g



STARTING AT 4.99 250 PTS when you buy 2

MAPLE LODGE FARMS Ultimate Chicken Franks, Chicken Bacon or ZABINA Halal Breakfast Chicken Strips selected 375-900 g

value size

1000 PTS when you buy 1 pkg

3.99

Pork Half Loin Bone-In Chops frozen 8.80/kg



That's like \$10 toward your groceries

200 PTS when you buy 1

16.99

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon or Cod 908 g



100 PTS when you buy 1

8.99

COMPLIMENTS NATURALLY SIMPLE Black Tiger Raw Shrimp 340 g or TOPPITS Ecuadorian Jumbo Cooked Shrimp 340 g

value size

200 PTS when you buy 1

16.99

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon or Cod 908 g



300 PTS when you buy 2

6.99

STEFANO Pasta Sauce 405-648 mL

That's like \$10 toward your groceries

1000 PTS when you buy 4

5.99

RIO MARE Tuna Salad 160 g



50 PTS when you buy 1

12.49

COMPLIMENTS Steak Spice or Chicken Seasoning 675-825 g

That's like \$4 toward your groceries

400 PTS when you buy 8

2/2.50

JELLO Jelly Powders 10-85 g



300 PTS when you buy 2

7.99

SWIFFER Wet Jet 1.25 L Cloth 10-16 pk or Duster Kit selected

200 PTS when you buy 2

7.49

GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



300 PTS when you buy 1

24.99

FRISKIES Canned Cat Food 24 pk 3.74 kg or BENEFUL Dry Dog Food 7 kg



1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES

new LOWER PRICE PRICE LOCK

Look for these symbols while you shop

2⁹⁹ /lb
Eggplant or Zucchini
Squash product of Mexico 6.59/kg

6⁹⁹ From Canada
SWEET SNAPS Pepper Medley
product of Canada 340 g

3⁴⁹ From Canada
50 PTS when you buy 2
THE LITTLE POTATO COMPANY
Potatoes Garlic Herb or Savoury Herb
Kits product of Canada 454 g

5⁹⁹ From Canada
COMPLIMENTS ORGANIC
Portabella Caps product of
Canada 170 g

5⁹⁹ ORGANIC
ANDY BOY
Romaine Hearts
product of USA or Mexico
3 pk

5⁴⁹ 50 PTS when you buy 1
Large Pineapples or
Fresh Cored Pineapples
product of Costa Rica

2²⁹ /lb
Bulk Vidalia Onions
product of USA 5.05/kg

6⁹⁹ 25 PTS when you buy 2
BIG MOUNTAIN Veggie Links or Bites 300 g,
Cauli Crumble Veggie Grounds 340 g or
Veggie Burger 400 g

2⁹⁹ 50 PTS when you buy 1
SUNRISE Tofu extra
firm 350 g

Fresh for the grill!
Our cored pineapples save prep time at no extra cost!

Fruity fresh...

4⁹⁹ Strawberries product of USA or Mexico 454 g

6⁴⁹ 100 PTS when you buy 1
Clementines product of Spain 907 g

5⁹⁹ HAPPY PLANET Clean Protein 900 mL
Made with 10 grams of plant protein, these delicious shakes help keep you going throughout your day!

25% off BUY 1 GET 2nd off
Prepared Fresh Daily Yogurt Parfaits assorted sizes

15% off Prepared Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

Veggie love...

3⁷⁹ 50 PTS when you buy 1
Green Kale product of USA or Mexico

3⁴⁹ ORGANIC 3⁹⁹
Celery product of USA

2⁹⁹ ORGANIC 2⁹⁹
COMPLIMENTS Baby-Cut Mini Carrots product of USA no 1 grade 340 g

5⁹⁹ ORGANIC 6⁹⁹
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

15% off COMPLIMENTS Tubs 250-500g selected varieties

floral available at most stores

2⁷⁵ BUY MORE SAVE MORE
COMPLIMENTS Black Earth 25 L 2.99 ea

4⁴⁹ BUY MORE SAVE MORE
Premium Assorted Annuals 4" 4.79 ea

12⁹⁹ BUY MORE SAVE MORE
Premium Annuals 8" Decor Pot 14.99 ea

9⁹⁹ Ornithogalum "Star of Bethlehem" 4"

BUDGET PLEASERS! Look for these symbols while you shop

Scene 1000 pts = 10 in FREE groceries

Scene MEMBER Reduced pricing for Scene+ members

COMPLIMENTS

25
Sterling Silver

Celebrate 25 Years with Sterling Silver®

So tender
HAND-SELECTED AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

8.99 /lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Marinating Steaks Family Size cut from Canada AAA grade beef 19.82/kg

17.99 /lb, 39.66/kg when you buy 2 pigs or more

CERTIFIED TENDER
TENDRETE CERTIFIEE

BUY MORE SAVE MORE

STERLING SILVER Fresh T-Bone Grilling Steak cut from Canada AAA grade beef 19.99/lb, 44.07/kg

200 PTS when you buy 1

4.49 /lb

Fresh AIR-CHILLED Whole Chicken 9.90/kg

200 PTS when you spend \$20 or more

3.99 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size 8.80/kg

200 PTS when you spend \$20 or more

9.99 /lb

BUTTERBALL Fresh Seasoned Raised Without Antibiotics Boneless Skinless Turkey Breast 22.02/kg

200 PTS when you spend \$20 or more

3.99 /lb

Fresh Honey Garlic or Maple Chipotle Marinated Pork Tenderloin 11.00/kg

200 PTS when you buy 2 or more

5.50 /lb

JOHNSONVILLE Ground Sausage 375 g, NOBLE PREMIUM BISON Lean Ground Bison 225 g or FONTAINE Lean Ground Veal 454 g starting at 6.99 ea

100 PTS when you spend \$20

7.99 /lb

Store-Made Sausage Stuffed Portabella Mushroom Caps 17.61/kg

16.99 /lb

Fresh Canadian Lamb Loin Chops 37.46/kg

10% off

THOMAS FARMS Frozen Australian Lamb

Love it. Or it's free. 100% Satisfaction Guarantee

value size

5.99 COMPLIMENTS Regular Wieners 1 kg

4.99 COMPLIMENTS Marinated Boneless Pork Chops 300 g or Pork Sirloin Kabobs 250 g 5.99 ea

120 PTS when you buy 2

5.99 COMPLIMENTS Asian Inspired Entrées 400-500 g or Stuffed Chicken Outlets 284 g

150 PTS when you buy 1

14.99 COMPLIMENTS Breaded Chicken 1.47-1.5 kg

value size

Big format Big value

That's like **\$10** toward your groceries

1000 PTS when you buy 1

6.99 /lb

STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 15.41/kg

2 KG BOX

24.99 Seasoned Split Chicken Wings frozen \$24.99 per 2 kg box

Check for this symbol in store!

quick & easy

300 PTS when you buy 2

9.99

SCHNEIDERS Peppercrêpes 300-375 g or MAPLE LEAF Natural Shredded Chicken 250 g selected

BUY MORE SAVE MORE

6.99 80 when you buy 2 or more

MAPLE LEAF Natural Bacon, Ready Crisp or Fully Cooked Breakfast Sausages 65-375 g selected 7.99 ea

250 PTS when you buy 2

13.99

OLYMEL Waxed Style Bologna 1.6 kg

90 PTS when you buy 1

8.99

MARCANGELO Sausages Mild or Hot Italian or Bacon Wrapped 500-675 g

11.99

ST-HUBERT, SWISS CHALET or MONTANA'S Frozen Pot Pies or Mozzarella Sticks frozen 510-800 g

120 PTS when you buy 1

11.99

COMPLIMENTS Beef Cabbage Rolls or 5 Cheese Cannelloni 907 g-1 kg

150 PTS when you buy 1

14.99

SWISS CHALET Chicken Strips or Nuggets 700 g

1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES

new LOWER PRICE

PRICE LOCK

Look for these symbols while you shop



Celebrate 25 Years with Sterling Silver®

So tender

HAND-SELECTED AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

*Certified by the Canadian Beef Grading Agency

13.99 /lb

STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut from Canada AAA grade beef 30.84/kg

TRY WITH

our in-store BBQ Whiskey Marinade or Three Pepper Glaze!



Minimum 21 Day Aged

PORC • PORK Nagano

Remarkably tender cuts!



NEW

STARTING AT 7.99 /lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin, Back Ribs or Pork Shank Hammer Style starting at 17.61/kg

MIX & MATCH

Get 500 PTS

When you spend \$20 or more

OR

Get 800 PTS

When you spend \$30 or more

OR

Get 2000 PTS

When you spend \$50 or more on Sterling Silver Top Medallions or Fresh Nagano Pork.

That's like \$5 toward your groceries

That's like \$8 toward your groceries

That's like \$20 toward your groceries

MAKE IT A NAGANO NIGHT.

RICH FLAVOUR. REMARKABLY TENDER.

100% CANADIAN PORK.

So easy

What a catch!



Ready for you seafood

Our marinated Atlantic Salmon fillets boast beautifully marbled orange flesh that's ideal for grilling, pan searing or roasting. A delicious dinner for any night - just cook and serve!



THUR 25 | FRI 26 | SAT 27 | SUN 28

Scene+ MEMBER PRICING **4 Day sale!**

11.99 /lb 26.43/kg

with Scene+ Card

14.99 /lb 33.05/kg

without Scene+ Card and Rest of Week

Marinated Fresh Atlantic Salmon Fillets subject to availability

5.99

Prepared In-store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g



Prepared in store by our seafood experts, our Salmon roasts are easy enough for a weeknight meal idea or fancy enough to serve for company!

13.99 /lb

Fresh Atlantic Salmon Roasts with Imitation Crab and Seafood Stuffing 30.84/kg



Look for Ready For You products in our Meat, Seafood, Kitchen, Produce, and Deli departments.

seafood

BUY MORE SAVE MORE
2.49
 GO when you buy 2 or more
COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g 2.99 ea

6.99
CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g or sugar and spice 544 g

7.99
HIGH LINER Breaded or Battered Pollock 500-700 g or Signature Cuts Breaded or Battered Haddock 350 g

18.99
COMPLIMENTS NATURALLY SIMPLE Raw Black Tiger Shrimp 8-12 ct per lb 454 g or Wild Scallops 340 g

So easy Ready for you seafood
 Prepared in store by our seafood experts our salmon roasts are easy enough for a weeknight meal idea or fancy enough to serve for company!

1.25
 Marinated Raw Shrimp Skewers 45 g previously frozen

13.99
 Fresh Atlantic Salmon Roasts with Imitation Crab & Seafood Stuffing 30.84/kg

5.99
 Prepared In-store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g

8.99
 Stuffed Mushroom Caps with Imitation Crab and Seafood Stuffing or Imitation Crab and Seafood Salad 19.82/kg

kitchen

100 PTS
 when you buy 2
4.29
SUMMER FRESH Dips or Hummus 200-227 g

2.19
 /100 g
Greek Style Pasta with Feta Salad or Seven Grain Salad available in our service case

5.49
OLIVIERI Regular and Skillet Gnocchi 280-350 g

200 PTS
 when you buy 1
Flatbread meal deal
BUY 3
 Flatbreads selected varieties 230-305 g
MIX & MATCH
for \$18
200 PTS
 when you buy 1 Flatbread meal deal
1.49 ea. PLUS add one 1-litre Coca-Cola product

deli

100 PTS
 when you buy 400 g or more
30% off
COMPLIMENTS Double Cream Brie works out to 2.79/100 g

200 PTS
 when you buy 2
14.49
COMPLIMENTS Sliced Cheese 440 g

200 PTS
 when you buy 2
7.99
ROUSSAS Authentic Greek Feta 100% Sheep's Milk or Barrel Aged 200 g

200 PTS
 when you buy 1
STARTING AT 10.99
AGROPUR Grand Cheddar 400 g, Jarlsberg 250 g or L'EXTRA Triple Cream Brie 300 g

SLICED FRESH
STARTING AT 2.29
COMPLIMENTS Bologna or Cooked Ham /100 g

SLICED FRESH
STARTING AT 3.99
MAPLE LEAF Natural Selections Turkey or Ham /100 g

200 PTS
 when you buy 1
STARTING AT 6.99
COMPLIMENTS Pizza Trio or Italian Sub Variety Packs 250-375 g

9.99
MASTRO Charcuterie Trio 150-250 g selected

40 PTS
 when you buy 2
3.29
 White or 100% Whole Wheat Bread 450 g

4.49
Artisan Breads 375 g

4.99
 GO when you buy 2 or more
STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g 5.29 ea

BAKE SHOP

200 PTS
 when you buy 1
13.99
Real Cream Layered Cakes 610-725 g

120 PTS
 when you buy 2
STARTING AT 3.99
Mini Croissants plain or cheese 8 pk 250-260 g

5.99
100% Butter Pastries chocolate, raisin or cherry Greek yogurt 320-400 g

11.49
 with Scene+ Card
12.99
 without Scene+ Card
PANACHE Cheesecakes frozen 600 g

BUDGET PLEASERS!

Look for these symbols while you shop



So easy

READY FOR YOU

Grab & Go
charcuterie boards

STARTING AT
17⁹⁹

200 PTS
when you buy 1

Grab & Go Charcuterie Board classic, smoke & fire or fruit & cheese
468-508 g

READY FOR YOU

Family meal deal

250 PTS
when you buy 1
Family meal deal

Hot Roast Chicken
OR
Full Rack of Back Ribs

Any 2 Sides

Large Potato Wedges or
COMPLIMENTS Salad
426-454 g

4 Butter Topped Buns

CHOOSE
CHICKEN
OR
RIBS



149
ea.

PLUS add one 1-litre
Coca-Cola product

4 Can Dine for **\$19⁹⁹**

Look for Ready For You products in our Meat, Seafood, Kitchen, Produce, and Deli departments.

frozen & dairy



6.99
DR. OETKER Tradizionale,
The Good Baker or Giuseppe
Easy Pizzi 300-600 g



2/\$7 COMPLIMENTS
Cream Cheese or
Spread 227-250 g



5.49 with Scene+ Card
5.99 without Scene+ Card
COMPLIMENTS Cottage
Cheese 750 g



4.99 CRAVE or KRAFT
Frozen Dinner
Entrées 200-340 g



2.29 MINUTE MAID
Frozen Orange
Juice 295 mL



3.99 COMPLIMENTS
Cheddar Flavour
Slices 400 g



3.99 OIKOS Greek
Yogurt 4 pk
4.99 ea
BUY MORE SAVE MORE



3.49 PILLSBURY
Pizza Pops 4 pk



5.49 BEN & JERRY'S
Ice Cream 473 mL



4.99 KOZY SHACK
Pudding 6 pk



9.99 iOGO Yogurt 2 kg
value size

drinks & snacks



10.99 WELCH'S Fruit
Snacks 616 g



2/\$8 TOSTITOS
Tortilla Chips
205-300 g



2/8.50 CHEETOS 170-285 g or RUFFLES
Potato Chips 180-200 g



3.99 with Scene+ Card
4.99 without Scene+ Card
ROLD GOLD Pretzels
189-370 g



3.49 VOORTMAN
No Sugar Added
Cookies or Wafers
142-320 g



1.49 MAYNARDS
Candy Singles
44-64 g 2.49 ea
BUY MORE SAVE MORE



1.89 HERSCHEY'S King Size
Bars 62-85 g



3.49 with Scene+ Card
3.99 without Scene+ Card
TWIZZLERS Licorice Candy
311-454 g



3.99 KELLOGG'S Cheez-It Crackers,
Snap'd or Town House 213-391 g
4.49 ea
BUY MORE SAVE MORE



10.49 TETLEY Orange Pekoe Tea 144 pk
or Green Tea 80 pk



3.49 GRAVES Apple
Juice 1.36 L
3.99 ea
BUY MORE SAVE MORE +200 PTS when you buy 4



3.99 SUNNY D or NESTEA Iced Tea
1.89 L, PURE LIFE Splash Water
6x500 mL or ESKA Natural Spring
Water 12x500 mL

Here for your budget and lifestyle



6.49 COMPLIMENTS
Flatbread Pizza
310 g
NEW
+150 PTS when you buy 1



50 PTS when you buy 1
COMPLIMENTS Aerosol
Whipped Cream 225 g



6.79 COMPLIMENTS Omega-3 Free
Run Large White Eggs 12 pk



3.99 COMPLIMENTS
Frozen Vegetables
500-750 g
+150 PTS when you buy 2



4.49 PANACHE Cookies
300 g
+200 PTS when you buy 2



6.99 COMPLIMENTS
S'Mores Kit 500 g
while supplies last
+100 PTS when you buy 2



4.99 COMPLIMENTS
Iced Tea 1 kg
+300 PTS when you buy 2



100 PTS when you buy 2
COMPLIMENTS Snacks
265-300 g, Kettle-Cooked
Peanuts 275 g, Pretzel Sticks
320-400 g or Ready To Eat
Popcorn 190-250 g

1000+ ITEMS ARE PRICE LOCKED
OR AT NEW LOWERED PRICES



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Explore a world of flavour!

Shop international foods storewide.



4.99

Dragon Fruit
product of Ecuador



3.99
ea

Bok Choy or Nappa Cabbage
product of USA



5.99

SIWIN Dumplings or Potstickers 454-500 g selected varieties and stores



3.49

PATAK'S Ready-to-Heat Meals selected varieties 285 g



2/7.50

LAY'S Potato Chips Asian flavours 165 g available in selected stores



STARTING AT
3.99

AL' FEZ Meal Kits 150-200 g, Marinades 156-157 mL or Sauces 400 mL selected varieties



5.99

CHALO! Basmati Rice 1.81 kg available in selected stores



3.99

KIKKOMAN Rice Vinegar selected varieties 296 mL

meal makers

Scene MEMBER PICKS
1.99 with Scene+ Card
2.79 without Scene+ Card
COMPLIMENTS English Muffins 6 pk

2/\$7
JOS LOUIS Oh Caramel! VACHON Snacks 248-336 g

3.99
DEMPSTER'S Tortillas 240-340 g

2.99
OLD EL PASO Taco Shells 125 g, Flour Tortillas large 334 g or Tangy Chipotle Seasoning 110 g

4.99
BICK'S Pickles 500 mL

4.29
25 PTS when you buy 1
CATELLI Pasta 900 g

4.99
MARIO'S Cooked Ham or Corned Beef 340 g

8.49
KRAFT Pizza Kit 850 g

4.49
150 PTS when you buy 3
BETTY CROCKER Cake, Cookie, Brownie or Bisquick Mix selected 337 g-1.13 kg

4.49
HERSHEY'S Chipits 180-270 g

3.79
COMPLIMENTS Assorted Chocolate Chips 225-300 g

4.79
CROSBY'S Molasses 675 g

5.99
KELLOGG'S Family Size Cereals selected varieties 480-650 g

4.50
BUY MORE SAVE MORE
PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL 4.99 ea

6.99
HEINZ Picnic Pack 375 mL

10.99
STARTING AT
DAINTY Jasmine or Basmati Rice 1.6 kg

Love it. Or it's free. *For details see COMPLIMENTS.ca

3.99 COMPLIMENTS Whipped Dressing 890 mL or Rubs 275 mL

20% off COMPLIMENTS Baking Nuts 400 g (excludes pine nuts 400 g)

50 PTS when you buy 1
4.49 COMPLIMENTS Raisin Bread 600 g

300 PTS when you buy 2
\$5 COMPLIMENTS Bagged Jumbo Cereal 400-794 g

natural health

50 PTS when you buy 1
3.99
RISE Kombucha or Botanicals Beverage 414 mL

7.49
ELMHURST Oat Creamer 473 mL or Unsweetened Almond or Oat Milk 946 mL

8.49
GARDEIN Plant-Based Meat Alternatives 397-425 g

5.29
STARTING AT
OLYMPIC ORGANIC Yogurt 650 g

40 PTS when you buy 1
3.99
MADE GOOD Bars, Mini or Rice Crisps 120-150 g

10.99
FLOURISH Pancake Mix 430 g

200 PTS when you buy 3
4.29
MUIR GLEN Tomatoes 796 mL

Gluten Free
3.99
COMPLIMENTS GLUTEN-FREE Brown Rice Pasta 340 g

300 PTS when you buy 2
30% off
WEBBER Vitamins assorted

3.49
GRENADE or DIESEL Protein Bars 50-60 g

1.99
KIND Bars 40 g Caddy at 21.99

9.99
COMPLIMENTS ORGANIC Roast and Ground Coffee 275-300 g

BUDGET PLEASERS!

Look for these symbols while you shop

WEEKLY SPECIAL
Spotlight on weekly specials

BUY MORE SAVE MORE
Save when you stock up on more

SAVE this week
Amazing limited-time price

SPECIAL OFFER
Extended offer for 4+ weeks

home & pet care



200 PTS when you buy 2
4.79 CLOROX Bleach 1.27 L or Cleaners 887-946 mL



100 PTS when you buy 2
6.99 ARM & HAMMER Laundry Detergent 1.42-1.63 L



That's like **\$6** toward your groceries
600 PTS when you buy 2
22.99 CASCADE Dishwasher Tabs 51-67 pk



Scene MEMBER
6.49 with Scene+ Card
7.99 without Scene+ Card
 BEST BUY Value Plus Bathroom Tissue 12=24 pk



100 PTS when you buy 2
7.99 GLAD Cling Wrap 152 m or Press 'N' Seal 140 ft



2.79 COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft



20.99 CHARMIN Bathroom Tissue 12=48 pk or BOUNTY Paper Towels 4-6 pk



8.99 COMPLIMENTS Paper Towel or Facial Tissue 6 pk



3.49 FORTHGLADE Grain Free Wet Dog Food 395 g



15% off NATURE'S MIRACLE Litter or Litter Box Cleaner 496 g



15.49 WHISKAS Perfect Portions Wet Cat Food 75 g 12 pk or PURINA Cat Chow 3.2-4 kg



15% off CUISINART Oceanware Kitchen Tools selected varieties

health, beauty & baby



100 PTS when you buy 2
6.49 SENSODYNE or Pronamel 110-135 mL selected



STARTING AT 3.99 AXE Hair Care 473 mL or DEGREE Deodorant 48-85 g selected



200 PTS when you buy 2
9.99 HEAD & SHOULDERS Shampoo or Conditioner 100-613 mL selected



400 PTS when you buy 2
10% off TAMPAX Tampons 22-36 pk selected



STARTING AT 7.99 OGX Hair Care or Styling 100-385 mL, 172 g or Body Wash 577 mL selected



10% off GARNIER Whole Blends 250-370 mL, L'OREAL Hair Expertise 150-385 mL Hair Care selected



100 PTS when you buy 1
4.49 SPEED STICK Deodorant 45-85 g selected



100 PTS when you buy 2
20% off GARNIER Micellar Water 400 mL or Wipes 25 pk



15% off THE HONEST CO. Baby Toiletries 118-355 mL



100 PTS when you buy 2
6.49 JOHNSON'S Baby Care 400-600 mL or 623 g



BUY MORE SAVE MORE
5.29 80 when you buy 2 or more
 BABY GOURMET Cereal or Fruit Squoosh Snacks 5.99 ea

pharmacy

Only available at Pharmacy Locations
 *Select products only available when a pharmacist is on duty.

COOKING ACCIDENTS HAPPEN.
 That's why BAND-AID and POLYSPORIN help heal wounds fast.

500 PTS when you buy 2
15% off
 BAND-AID Premium Bandages selected or POLYSPORIN Ointment 30 g

CLEAN: Wash area with soap and water.
 TREAT: Apply POLYSPORIN to help prevent infection.
 COVER: Use BAND-AID to help protect the wound.

Find these products in the First Aid aisle.

250 PTS when you buy 1
15% off VOLTAREN Emulgel 100-150 g†

300 PTS when you buy 2
15% off TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected†

200 PTS when you buy 1
15% off REACTINE Allergy Relief 24-36 pk or BENADRYL Caplets 25 mg 100 pk†

200 PTS when you buy 2
15% off ZARBEE'S Baby or Children's Cough Syrup 59 mL or 118 mL

Your daily meds made easier.
 Ask us about our convenient and complimentary Custom Pill Packaging service.

Choice of packaging that works with your lifestyle. Strip pack format only available in select provinces.

Sobeys Pharmacy

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Big offers on baby essentials



BUY MORE SAVE MORE

3.19

ea when you buy 2 or more
HOT-KID Baby Mum-Mum 50-60 g 3.49 ea



BUY MORE SAVE MORE

200 PTS when you buy 3 or more

3.39

ea when you buy 2 or more
LITTLE GOURMET ORGANIC Snack Bars and Bites 23-42 g 4.49 ea



BUY MORE SAVE MORE

1.99

ea when you buy 3 or more
BABY GOURMET Fruit or Veggie Based Purées 113-128 mL selected 2.49 ea



21.99

HUGGIES Wipes 560-704 pk



That's like \$5 toward your groceries

500 PTS when you buy 1

39.99

PAMPERS Super Econo Plus Huge Diapers 66-160 pk

Scene

Buy More, Get More!

Get **150 PTS**

when you spend \$15-24.99 in baby department

Get **300 PTS**

when you spend \$25-49.99 in baby department

Get **1000 PTS**

when you spend \$50 or more in baby department

More big offers

on baby essentials!



350 PTS when you buy 1

24⁹⁹

PAMPERS Super Pack Diapers 42-120 pk or HUGGIES Giga Diapers 38-120 pk



BUY MORE SAVE MORE

3²⁵

ea when you buy 2 or more
NESTLÉ Gerber Snacks 42-155 g 3.79 ea



BUY MORE SAVE MORE

7⁹⁹

ea when you buy 4 or more
NESTLÉ Gerber ORGANIC Pouches 99-128 mL 2.49 ea

Scene
Buy More, Get More!

Get **150 PTS** when you spend \$15-24⁹⁹

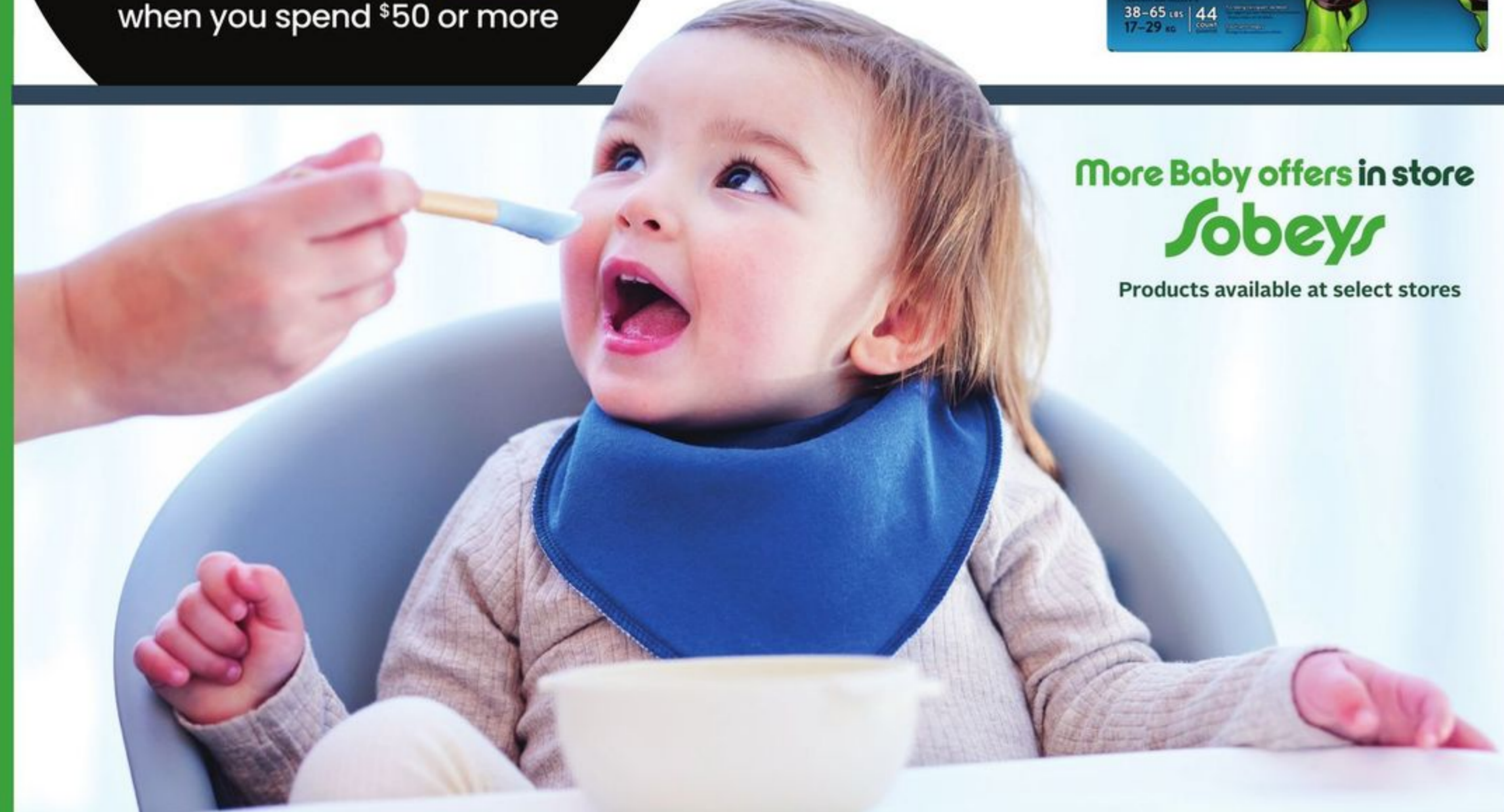
Get **300 PTS** when you spend \$25-49⁹⁹

Get **1000 PTS** when you spend \$50 or more



28⁹⁹

HUGGIES Giga Pack Pull-Ups or Goodnites 28-74 pk



More Baby offers in store

Sobeys

Products available at select stores

REIGN STORM
CLEAN ENERGY

CLEAN ENERGY
PLANT BASED ENERGY & ZERO SUGAR

100 PTS
when you buy 2

REIGN Storm Energy Drinks 473 mL

NHL **KitKat** **NEW**

PROUD PARTNER OF THE NHL®

7.99 NESTLÉ King Size Bars 63-86 g or Pops 70 g

1.25 NESTLÉ Single Bars 38-60 g **100 PTS** when you buy 4

4.49 NESTLÉ Sharing Bags 135-203 g

2.29 NESTLÉ Juniors 9 pk 67-112 g

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Marie Callender's SERVING COMFORT DELICIOUSLY

4.99

MARIE CALLENDER'S Bowls 312-349 g

BUY 4 OR MORE, GET A \$5 SOBEYS GIFT CARD*

April 18-May 1, 2024

*Limit 1 Sobeys gift card per customer. While Supplies Last.

*When you purchase 4 or more of any combination of Dempsters' and Dempsters' Signature breads, Dempsters' tortillas and flatbreads, Villaggio' breads, Vachon, Vachon' Signature, and Hostess' snacks products in a single transaction.

Healthy Choice CHOOSING GOOD FEELS GREAT

4.99

HEALTHY CHOICE Gourmet Steamers 269-306 g or Simply Steamers 255-283 g

NEW FAMILY SIZE

12.49 CRACKER BARREL Cheese 740 g or Shreds 590 g

7.99 BLACK DIAMOND Cheestrings 252-336 g

4.99 CRACKER BARREL Cheese Slices 200-240 g

McCafé

\$10 GET A SOBEYS GIFT CARD

When you spend \$30 on any McCafé® products

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NEW **75 PTS** when you buy 1

McCAFÉ K-Cup® Pods 12 pk

250 PTS when you buy 1

McCAFÉ K-Cup® Pods 48 pk

Must be legal resident of Canada and have reached the age of majority in their province. Valid on all McCafé® retail product purchases made from 12:00:01 AM ET on March 26, 2024 to 11:59:59 PM ET on May 1, 2024 at participating Sobeys® banner stores across Canada only, excluding FreshCo. To qualify, purchase 100 Sobeys bar and after the application of any discounts or demands of eligible McCafé® products in the same transaction and spend your amount, at least \$30. McCaféAtHome.ca to receive a \$10.00 CAD Sobeys Gift Card. Limit one (1) Gift Card per participant, while supplies last. Total of 1,000,000 Gift Cards to be distributed. See additional details and full Terms and Conditions at www.McCafeAtHome.ca. © 2024 Sobeys. McCafé and the McCafé logo and all other trademarks is licensed from McDonald's Corporation. Ready, Mix & Cup are registered trademarks of Ready Green Resources, Inc. used with permission. *This Offer is in no way sponsored, endorsed, or administered by Sobeys Capital Incorporated or its parent, affiliates, subsidiaries, and banners.

Enjoy eating in! Spaghetti Lasagna

4.99 COMPLIMENTS Shredded Cheese 226-320 g

6.49 GARDEIN Meat Alternatives 190-390 g

2.49 HUNT'S Thick & Rich Pasta or Tomato Sauce 680 mL, 2.99 ea

50 PTS when you buy 1

COMPLIMENTS Pasta 900 g

Knorr **1.77**

KNORR Dry Sauces or Gravies 26-32 g selected varieties 2.29-2.69 ea

4.99 HELLMANN'S Mayo/Dressing 340-445 mL

DELICIOUSLY FLAVOURFUL. 100% HELLMANN'S

GET RECIPES HERE

100 PTS
when you buy 2

PEPSI Mini Cans
6x222 mL

2/\$5 GATORLYTE 500 mL,
GATORADE G Fit 828 mL
or GATORADE 710 mL

100 PTS
when you buy 2

2/13 MONTELLIER
10x355 mL

NEW

2/13 PEPSI Soft Drinks
or BRISK Iced Tea
12x355 mL

Same Clamato,[®] hold the calories.

30% LESS CALORIES.
44% LESS SODIUM.*

4⁴⁹ MOTT'S Clamato,
Original Light or Selected
Varieties 1.89 L

*Compared to 250 mL serving of Mott's Clamato The Original.
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Cinco de Mayo

100 PTS
when you buy 2

4⁹⁹ OLD EL PASO Mexican Kits
250-510 g or Salsa 650 mL

8⁷⁹ OLD EL PASO Value
Size Seasoning Mix
Canister 177 g

3⁹⁹ OLD EL PASO Taco
Squeeze Sauce 243 mL

4⁹⁹ OLD EL PASO
Tacos for Two Kits
155-194 g

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* Scene+ Points and all offers valid from April 25 - May 1, 2024. Participating products are those listed in this ad. All products must be purchased in one transaction, excludes taxes, deposits, and other non-discountable items. Redeem at checkout.

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Sunbrew 0.0%

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TO THE
SUNSETS
FESTIVAL IN BRAZIL

23⁹⁹ CORONA Sunbrew
0.0% 12x355 mL

12⁹⁹ CORONA Sunbrew
0.0% 6x330 mL

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