

sobey's urban FRESH

1000+

ITEMS ARE
PRICE LOCKED
OR AT NEW LOWERED PRICES
Look for these symbols in store

Scene+ MEMBER PRICING



4.49 /lb, 9.90/kg
with Scene+ Card

Members SAVE \$1/lb

5.49 without Scene+ Card

Extra Lean Ground Beef Family Size

NEW LOWER PRICE PRICE LOCK



Buy 1 Get 1 FREE

MAPLE LEAF or SCHNEIDERS Wieners selected 375 g 6.49 ea

*of equal or lesser value

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



3.99 /lb

Fresh Pork Tenderloin Family Size cryovac 8.80/kg

CHOOSE RESPONSIBLY 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



3 PACK 2.99

From Ontario

Rainbow Peppers product of Ontario 3 pk



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

NEW



HOT PRICE 2.49

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.*



Brooklyn Belcher
Coledon, ON

*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

Scene

PLUS UP

POINTS

ALL WEEK LONG!

74,000+ PTS

available in store April 25-May 1

That's like **\$740** toward your groceries

That's like
\$5
toward your
groceries

500 PTS
when you buy \$5

4.99

JOHNSONVILLE
Breakfast, Dinner or
Smoked Pork Sausages
250-500 g selected



600 PTS
when you spend
\$30 or more

7.99
ea

That's like
\$6
toward your
groceries

CHOOSE
CANADIAN
SEAFOOD

Atlantic Canada 3-4 oz
Lobster Tail previously frozen
or frozen 85 g or 4 pk for \$31.96

That's like
\$5
toward your
groceries

500 PTS
when you buy \$5

2.49

QUAKER Crispy
Minis 100 g or Rice
Cakes 127-199 g



HUGGIES
little movers.

OUR PERFECT
FITTING DIAPER

350 PTS
when you buy \$

24.99

PAMPERS Super or
HUGGIES Giga Pack
Diapers 38-120 pk

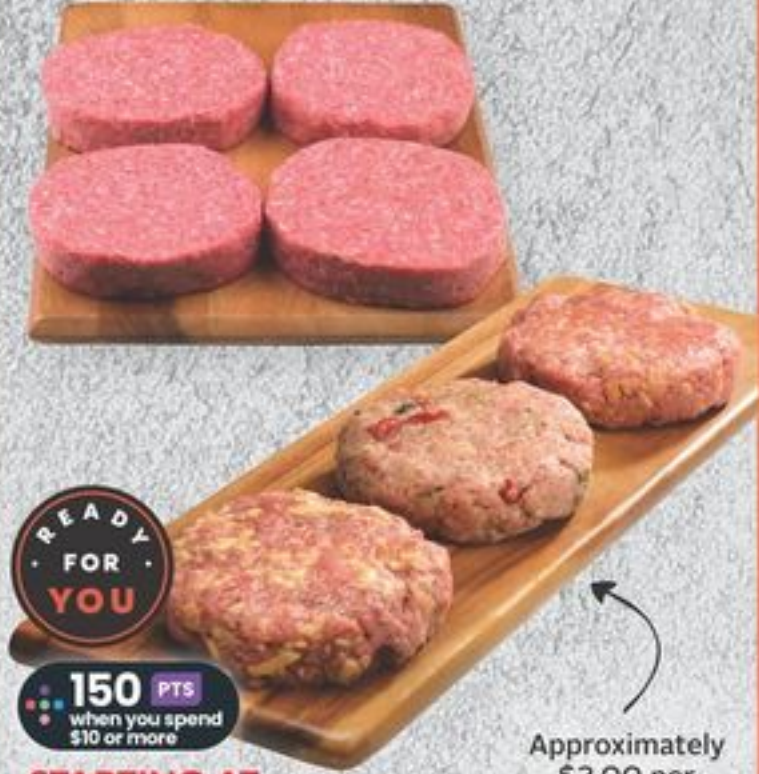


See pages 2 & 3 for more offers!



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

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



**READY
FOR
YOU**

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! 678 g - 2.27 kg



**STERLING
SILVER**
**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



**READY
FOR
YOU**

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

7.99 /lb

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

250 PTS when you buy 1

12.99

COMPLIMENTS Frozen Pork Back Ribs or Chicken Wings, Fillets or Chunks 630-800 g

HOT PRICE

6.99

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

Scene+ MEMBER PRICING

Members **SAVE \$1** From Ontario

5.99 with Scene+ Card

6.99 without Scene+ Card

COMPLIMENTS Honeycrisp Apples product of Ontario fancy grade 1.36 kg bag

BAKED IN STORE

80 PTS when you buy 2

3.99

Hot Dog or Hamburger Buns 8 pk

6.49

MAPLE LEAF Natural Selections Sliced Meats 125-175 g selected

3.99

Cauliflower product of USA or Mexico no 1 grade

4.99

COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

3.99

KRAFT Singles 410 g

2/\$7

OLD DUTCH Potato Chips 235 g

3/3.99

HEINZ Beans or Pasta 398 mL

2.99

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

4.49

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

5.44

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

6.99

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

2.99

NATREL Fine Filtered 5-10% Cream 1 L or SEALTEST 5-10% Cream 1 L or Whipping Cream 473 mL

2.99

EARTH'S OWN Oat Beverage 1.75 L

8.99

VAN HOUTTE K-Cup® Pods 10-12 pk, MAXWELL HOUSE Roast 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

200 PTS when you buy 2

3.99

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

14.99

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

6.99

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

Scene+ GET 500 PTS

FOR EVERY \$25 SPENT IN GAP INC. BRANDS, KOBO, WAYSIPA OR JOEY RESTAURANTS GIFT CARDS!

Rosebury Sq. Plaza | Spadina | Yonge & Balliol

145 Marlee Ave., 416 781 0145 | 22 Fort York Blvd., 416 623 5111 | 22 Balliol St., 416 485 1022

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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.

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