



BUY 1, GET 1 FREE
of equal or lesser value

Striploin Grilling Steak cut by your meat expert from Canada AAA grade beef

family size

2.99
/lb

COMPLIMENTS AIR-CHILLED Chicken Drumsticks or Thighs 6.59/kg



ORGANIC Broccoli Bunch product of USA

2.99



Baked IN-STORE

1.49

Baguettes white or multigrain 234 g



3.99
1lb

ORGANIC Strawberries Clamshell product of USA no 1 grade 454 g



4.99

NESCAFÉ Rich or Taster's Choice Instant Coffee 100-170 g selected varieties



2/\$6

DEMPSTER'S Whole Grain Bread 600 g or Tortillas 6-8 pk



5.99

DANONE Activia Yogurt 12 pk or Oikos Greek Yogurt 650-750 g



99¢

KRAFT Dinner 58-200 g or HEINZ Pasta or Beans 398 mL

Scene+ MEMBER PRICING



4.87
with Scene+ Card

6.99 without Scene+ Card
BUBLY Sparkling Water 12x355 mL



6.99
with Scene+ Card

8.99 without Scene+ Card
PANACHE Calamari or Breaded Shrimp selected varieties 340 g



1.29
with Scene+ Card

1.79 without Scene+ Card
/lb 2.84/kg

Apples Gala, Ambrosia, McIntosh or Red Delicious product of Canada, Canada extra fancy or product of USA extra fancy grade

MEMBERS SAVE MORE

Scene+ **SPEND & GET**

SPEND \$60 OR MORE, GET **300 PTS** SPEND \$80 OR MORE, GET **500 PTS** SPEND \$100 OR MORE, GET **800 PTS**

DON'T FORGET YOUR COUPON Valid April 18-24, 2024

Offer valid from April 18 to April 24, 2024, at all participating IGA locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented at time of transaction. Spending \$45-\$59.99 or more in a single transaction awards only one 300-500/800 Scene+ points allotment. Maximum 800 Scene+ points per Scene+ card account per day. Offer excludes taxes, delivery charges, full payments, service fees, rental fees, event tickets, gift cards, food/drink products in Alberta regions, pet products, pet services, pet products and services, Petco/TruFit/TruFit products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, game/entertainment, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Coupons have no cash value and cannot be combined with any other offers. Limit one basket/buyback offer per Scene+ membership card per day. Visit <https://www.igasystems.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 Inc/Group.

SCAN HERE FOR OUR DIGITAL FLYER **CELEBRATE EARTH DAY**

APR 2024 PRICES EFFECTIVE FROM APR 18-24

THUR 18 FRI 19 SAT 20 SUN 21 MON 22 TUE 23 WED 24

Meat District
SHAQ
 100% ANGUS BEEF
 HALF POUND
 PATTIES
SHAQ
 GALETTES
 D'UNE DEMI-LIVRE
 100% BŒUF ANGUS

NEW

NET WT 907 g 2 lb
 POIDS NET 907 g 2 lb

CONTAINS 4 x 227 g 8 oz BEEF PATTIES
 CONTIENT 4 GAULETTES DE BŒUF DE 227 g 8 oz

PRODUCT OF CANADA
 PRODUIT DU CANADA

SCAN ME
 SCANNEZ-MOI

17.99

MEAT DISTRICT
 Chicken Wings
 1.36 kg or
 Shaq Angus Beef
 Burgers 907 g

HARVEST MEATS
 Wieners 675 g

9.99

Meat District
 STEAKHOUSE
 ANTIBIOTIC FREE
 CHICKEN PARTY WINGS

NET WT 48 OZ (1.36 kg)

Baked IN-STORE

100 PTS
 when you buy 2

5.99

Almond or Butter
 Tarts 6 pk 330-370 g

CANADA
3.99
 /lb

PRODUCT OF CANADA
 Sweet Bell Peppers red, yellow or
 orange 8.80/kg

Scene
BIG BONUS

500 PTS
 when you buy 5

3.99

PEARL MILLING COMPANY
 Pancake Mix 905 g or Syrup 710 mL

Scene
MEMBER PRICING

2.99
 with Scene+ Card

3.99
 without Scene+ Card

COMPLIMENTS Imitation Crab
 or Lobster Meat 227 g

Members SAVE \$1

CRACKER BARREL
 Cheese 340-400 g, Shredded
 Cheese 250-320 g or BLACK DIAMOND Cheststrings 292-336 g

6.99

RUSTICA
 Stuffed or Rising Crust
 or Oven-Fired Pizza 536-866 g

6.99

MISS VICKIE'S
 Kettle Chips 180-200 g or
 DORITOS Tortilla Chips 155-280 g

2/\$9

Goldfish
 PEPPERIDGE FARM Goldfish Crackers 156-227 g or
 LECLERC Celebration Cookies 240-350 g

2.99
150 PTS
 when you buy 3

HEALTHY CHOICE
 Simply Steamers Entrées or
 MARIE CALLENDER'S Bowls selected 255-349 g

4.49

GENERAL MILLS
 Cheerios, Oatmeal Crisp
 or Cereal selected 297-437 g

4.99
200 PTS
 when you buy 2

GAROFALO
 Imported Dry Pasta made in Italy
 selected varieties 500 g

2.99
100 PTS
 when you buy 2

CLOVER LEAF
 Skipjack Light Tuna
 170 g or Flavoured Tuna 85 g

2/\$3

EARTH'S OWN
 Dairy Free Beverages 1.75-1.89 L

3.99

NOW HIRING

Join our team!
 Apply in-store today.

ALBERTA
 Andy's NA 9106 - 142 Street, Edmonton, AB
 Banff NA 318 Marton Street, Banff, AB
 Beaulieu NA 1940 - 1st Avenue, Beaver Lodge, AB
 Blackfalds NA 6925 Parkwood Road, Blackfalds, AB
 Blainville NA 11021 - 29 Ave - Crownwest Mall, Blainville, AB
 Camrose NA 4928 - 1 Street West, Camrose, AB
 Devon NA 51 Superior Street, Devon, AB
 Drayton Valley NA 4341 - 50 Street, Drayton Valley, AB
 Edson NA 2829 - 48 Avenue, Red Deer, AB
 Fortland NA 302 Maple Avenue SE, Medicine Hat, AB

Lac La Biche NA 10114 - 101 Street, Lac La Biche, AB
 Lacombe NA 6449 Crowschild Trail S.W., Calgary, AB
 Ponoka NA 1250 Robson Avenue, Ponoka, AB
 Provost NA 5001 - 50 Avenue, Provost, AB
 Redwater NA 5028 - 49 Avenue, Redwater, AB
 Spirit River NA 4824 - 50 Street, Spirit River, AB
 Taber NA 9117 - 46 Avenue, Taber, AB
 Three Hills NA 119 - 4 Avenue N, Three Hills, AB
 Tofield NA 4982 - 51 Avenue, Tofield, AB
 Whitecourt NA 4992 - 51 Street, Whitecourt, AB

BRITISH COLUMBIA
 Chetwynd NA 5001 - 50 Avenue, Chetwynd, BC
 Fort Nelson NA 4823 - 50 Avenue, Fort Nelson, BC
 Galena NA 624 - 8 Avenue North, Galena, BC

SASKATCHEWAN
 Emerald Park NA 202 Great Plains Road, Emerald Park, SK
 Tabor NA 9117 - 46 Avenue, Tabor, AB
 Saw-9 NA 209 - 1st Avenue, Nipawin, SK

ONTARIO
 Red Lake NA Highway 105 & Discovery Rd, Red Lake, ON

MANITOBA
 Altona NA 2nd Street NE, Altona, MB
 Main Street NA 1650 Main Street, Winnipeg, MB
 Rosell NA 154 Main Street, Rosell, MB
 Ste. Rose NA 608 Central Avenue, Ste. Rose Du Lac, MB
 Wawar Park NA 650 Elizabeth Rd, Winnipeg, MB

The Scene+ Loyalty Program is available at all participating NA locations. 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, 3rd party fees, service fees, rental fees, event tickets, gift cards, Red dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McAfee/Titan Network/Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, battery 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 (equivalent to \$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 IP Corporation used under license by Sobeys Capital Incorporated.

PRODUCE

Avocados
product of Mexico
2.49 ea

Scene+ MEMBER PICKING
2.49 ea with Scene+ Card
2.99 ea without Scene+ Card

Green Kale Bunch
product of USA or Mexico

1/2 PINT

Blackberries or Raspberries
product of Mexico
170 g
3.49

100 PTS when you buy 2

2.99 ea

Celery Stalks
product of USA or Mexico
no 1 grade

ORGANIC Fair Trade Bananas
product of Ecuador 2.84/kg
1.29 /lb

ORGANIC Lemons
product of USA 907 g
6.49

2lb

CELEBRATE EARTH DAY
APRIL 22

ORGANIC

5.49 ea

ORGANIC Iceberg Lettuce
product of USA or Mexico no 1 grade

50 PTS when you buy 1

6.99 ea

ORGANIC Cauliflower
product of USA or Mexico
no 1 grade

MEAT

5.99

COMPLIMENTS
Bacon 375 g

10.99

SCHNEIDERS
Pepperettes 300-375 g

100 PTS when you buy 1

BEYOND BURGER
PLANT-BASED BURGERS
NON-GMO SOY & PEAS

Scene+ MEMBER PICKING
17.99 with Scene+ Card
19.99 without Scene+ Card

BEYOND MEAT
Burgers 678 g

14.99

SWISS CHALET
Chicken Strips or Nuggets 700 g

50 PTS when you buy 1

CATCH OF THE DAY
Boxed & Breaded Seafood 350 g

5.99

COMPLIMENTS
Shrimp 31-40 ct raw or cooked 340 g

8.99

50 PTS when you buy 1

Boneless Cross Rib Roasts
cut by your meat expert
from Canada AAA grade
beef 19.82/kg
8.99 /lb

Canada AAA

family size

6.99 /lb

Pork Tenderloin
15.41/kg

4.99 /lb

Boneless Pork Sirloin Chops
11.80/kg

family size

5.99

COMPLIMENTS
Ground Chicken or Turkey 450 g

6.99 /lb

COMPLIMENTS
AIR-CHILLED Split Chicken Breasts 15.41/kg

DELI

Scene+ MEMBER PICKING
5.29 with Scene+ Card
5.99 without Scene+ Card

COMPLIMENTS
Salami
dry-cured naturally smoked 125 g

9.99

MASTRO
Gran Platto 200 g or
Charcuterie Trio 200-250 g

Boursin
AIL & FINES HERBES
GARLIC & FINE HERBES
150 g

6.99

COMPLIMENTS
Roast Beef, Corned Beef,
Montreal Smoked Meat or
Pastrami Selection varies by store

3.49 /100 g

Sliced FRESH

BAKERY

Baked IN-STORE

100 PTS when you buy 2

2.99

STARTING AT

Mini Croissants
plain or cheese
250-260 g

75 PTS when you buy 1

4.99

Crusty Rolls
12 pk 480-725 g

Baked IN-STORE

5.99

100% Butter Danish
4 pk 420-450 g

Scene+ MEMBER PICKING
11.99 with Scene+ Card
12.99 without Scene+ Card

PANACHE
Cheesecakes
frozen 600 g

KITCHEN

2.99 /700 g

Prepared IN-STORE

Pulled Chicken or Pork
random weight

9.99

OLIVIERI
Fresh Pasta 540-700 g,
Skillet Gnocchi 520-700 g
or Sauce 600 mL

FLORAL

ADMINISTRATIVE DAY
April 24

14.99

Seasonal Bouquet

100 PTS when you buy 2

5.99

COMPLIMENTS
Trail or Snack Mixes
selected varieties
400-500 g

900+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES

Look for these symbols while you shop

NEW LOWER PRICE

PRICE LOCK

BUDGET HELPERS!

Helping our communities with their groceries

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

Scene



1000 PTS = \$10
in FREE groceries

Scene
MEMBER PRICING

Reduced pricing for Scene+ members

compliments

Love it.
Or it's free.



FROZEN & DAIRY

 <p>2⁹⁹ DAIRYLAND Sour Cream 450-500 mL</p>	 <p>4⁴⁹ DAIRYLAND Cottage Cheese 500 g</p>	 <p>4⁹⁹ PHILADELPHIA Cream Cheese 227-250 g or COMPLIMENTS Cheese 250-270 g</p>	 <p>4⁹⁹ with Scene+ Card 5⁹⁹ without Scene+ Card IMPERIAL Margarine 637 g</p>
 <p>150 PTS when you buy 2 3⁹⁹ KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g</p>	 <p>100 PTS when you buy 2 3⁹⁹ MCCAIN Pizza Pockets 300 g</p>	 <p>100 PTS when you buy 2 4⁹⁹ DR. OETKER Garlic Fingers 317 g or Momenti Pizza 160-185 g</p>	

DRINKS, SNACKS & PANTRY

 <p>2/\$7 KELLOGG'S Nutri-Grain Bars, Rice Krispies Squares, Pop-Tarts or Special K Pastry Crisps selected varieties 125-384 g</p>	 <p>2⁹⁹ CHRISTIE Kids Cookies or Snack Paks 150-225 g selected varieties</p>	 <p>75 PTS when you buy 1 9⁹⁹ VAN HOUTTE Coffee K-Cup® Pods 12 pk</p>	 <p>6⁹⁹ with Scene+ Card 7⁹⁹ without Scene+ Card COMPLIMENTS Roast & Ground Coffee 300 g</p>
 <p>2/6⁵⁰ ROCKSTAR Energy Drinks selected 473 mL</p>	 <p>200 PTS when you buy 2 2/\$8 TOSTITOS Tortilla Chips 205-300 g</p>	 <p>4⁹⁹ MARS Chocolate Pouches 155-230 g</p>	 <p>2/\$7 LINDT Excellence Bars 100 g</p>
 <p>100 PTS when you buy 4 4/4⁴⁴ COMPLIMENTS Sparkling Flavoured Water 503 mL-1 L</p>	 <p>11⁹⁹ CORONA Sunbrew Non-Alcoholic Beer 6x330 mL</p>	 <p>100 PTS when you buy 3 4⁹⁹ PACE Salsa 642 mL</p>	 <p>5⁹⁹ with Scene+ Card 6⁹⁹ without Scene+ Card CLOVER LEAF Sockeye Salmon 213 g</p>
 <p>6²⁹ QUAKER Muffin Mix 800 g assorted varieties</p>	 <p>4⁷⁹ BETTY CROCKER Bisquick, Cookies, Brownies or Cake Mix selected varieties 348 g-1.13 kg</p>	 <p>50 PTS when you buy 1 4⁷⁹ COMPLIMENTS Land or Shortening 454 g</p>	 <p>5⁹⁹ HEINZ Ketchup 750 mL-1 L, KRAFT Miracle Whip or Mayonnaise 650-890 mL</p>
 <p>2⁹⁹ COMPLIMENTS Apple Sauce 620 mL or Apple Snack 4-6 pk</p>	 <p>50 PTS when you buy 2 2/\$3 JELL-O Instant Pudding assorted 30-113 g</p>	 <p>5⁹⁹ JIF Peanut Butter 1 kg or SMUCKER'S Jam 310-500 mL selected varieties (excludes Raspberry)</p>	 <p>3⁹⁹ GOLDEN DRAGON Sauce 455 mL selected varieties</p>

HOUSEHOLD

 <p>250 PURINA One Smart Blend Wet Dog Food 368 g</p>	 <p>100 PTS when you buy 2 5⁴⁹ DAWN Dish Soap 532-882 mL or Power Wash Refill 473 mL</p>	 <p>12⁴⁹ DOWNY Unstopables, GAIN or IVORY Snow Scent Boosters 378 g</p>	 <p>7⁹⁹ with Scene+ Card 8⁹⁹ without Scene+ Card COMPLIMENTS Laundry Detergent 1.37-1.47 L</p>
--	--	--	---

BUDGET HELPERS!

Look for these symbols while you shop

Scene MEMBER 1000 pts = \$10 in FREE groceries

Scene MEMBER Reduced pricing for Scene+ members

Scene MEMBER Love It. Or it's free. Not all items are eligible for this offer.

IGA_WK31_P03



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.

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

SAVOUR — THE — VALUE

Only
\$5*
or less
per serving

Recipe of the Week:
**Braised Cabbage with
White Beans**



GET RECIPE



**new
LOWER
PRICE**

PRODUCT OF CANADA
Green Cabbage Canada no 1



**new
LOWER
PRICE**

Garlic
product of China



**PRICE
LOCK**

AYLMER
Tomatoes 796 mL

*You can make this recipe for \$5 or less per portion, based on pricing in-store and in the April 18th, 2024 to April 24th, 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
900*+**

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

* Not applicable in all stores. See west.iga.ca/value-flyer for details.

900+*

— ITEMS ARE —
PRICE LOCKED

OR AT NEW LOWERED PRICES

*Not applicable in all stores. See west.iga.ca/value-flyer for details.



new
LOWER PRICE

CANADA
4.79

PRODUCT OF CANADA
COMPLIMENTS Mini Potatoes
Canada no 1, 680 g



new
LOWER PRICE

2/\$12

COMPLIMENTS Sliced Deli Meats
selected 175 g or Single at Regular Retail



new
LOWER PRICE

6.99

COMPLIMENTS Cooked Ham
375 g



new
LOWER PRICE

6.99

COMPLIMENTS Family Size Granola Bars
560-630 g



PRICE LOCK

3.69

CAMPBELL'S Broth
900 mL



new
LOWER PRICE

14.99

COMPLIMENTS Frozen Fruit
1.5 kg

BUDGET HELPERS!

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

**Scene+
1000 PTS = \$10 in FREE groceries**

1000 PTS = \$10 in FREE groceries

**Scene+
MEMBER PRICING**

Reduced pricing for Scene+ members

compliments

Love it. Or it's free.*

*for details see compliments.ca

LOAD IT TO GET IT!

Get 100 PTS

when you buy 2 or more

and load offer at MyGroceryOffers.ca



100 PTS
when you buy 2
or more

COMPLIMENTS
Onions or Carrots
product of Canada, Canada no 1 or
product of USA no 1 grade 907 g

Scene
**DIGITAL
EXCLUSIVE**

Card must be registered. Offer valid and available to be loaded April 18-24, 2024 at all participating IGA locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Limit 1 offer per Scene+ Card. Offer excludes 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, McCafe®/Tim Hortons®/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. Limit one. 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.



Love it. Or it's free.*

*For details see COMPLIMENTS.ca



[Learn more](#)



5⁴⁹

COMPLIMENTS
Ice Cream 1.5 L

new
LOWER
PRICE

TIME FOR A SPRING CLEANING



14⁹⁹

PUREX, SUNLIGHT or PERSIL
Laundry 2.21-4.43 L or 32-42 disc pk
or **SNUGGLE** Fabric Softener 3.41 L

Henkel

©2024 Henkel Canada Corporation



18⁹⁹

ROYALE Bathroom Tissue
24=48 rolls, Paper Towel 6 pk or
Facial Tissue 12 pk

BUY ONE, PLANT ONE TREE!*

For each select** Royale® product you buy at Sobeys, Safeway, Thrifty, IGA West or Foodland stores during the month of April, one tree will be planted in Canada (up to 50,000).



*Irving Consumer Products Limited, or an affiliate thereof, will plant one tree for each sale of a select Royale® product at Sobeys, Safeway, Thrifty, IGA West or Foodland stores from March 28, 2024 to May 1, 2024, up to a maximum of 50,000 trees.

**Select products at Sobeys, Safeway, Thrifty, IGA West or Foodland stores include: Royale® Velour® bathroom tissue (24=48), Royale® Original bathroom tissue (24=48), Royale® Tiger Towel® paper towel (6=12), Royale® Velour 3-Ply facial tissue (12 pack), and Royale® Original 2-Ply facial tissue (12 pack).

Royale® tissue products are manufactured by Irving Consumer Products Limited, an affiliate of J.D. Irving, Limited. Each year, forests managed by J.D. Irving, Limited and affiliated corporations remove more carbon than is emitted in the lifecycle of Royale® paper products. For more information, visit <https://www.irvingconsumerproducts.com/sustainability>

**TASTE HOW
GOLDFISH®
DOES CHIPS!**



**EXTRA
IN A
GOOD
WAY™**



**PEPPERIDGE FARM®
Goldfish® Crackers**
156-227 g selected varieties



**SNYDER'S OF HANOVER®
Pretzels** 240 g selected varieties



**KETTLE BRAND®
Kettle Chips**
198 g selected varieties

2⁹⁹

150 PTS
when you buy 3

© 2024 Campbell Company of Canada

SUBSCRIBE TO EMAILS FROM IGA TO GET *more*

Get everything you love about IGA like:

- Access to weekly flyers
- Email exclusive offers
- Recipes plus tips & tricks from our experts
- Important updates about your store

Sign up today to get your
first email exclusive offer

SAVE \$5

on your next purchase of \$40*

SUBSCRIBE NOW

*New subscribers only. Terms and conditions apply.

