

1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES. Look for these symbols in store.

SAFEGWAY

Sobey's

Buy 1 Get 1 FREE
*of equal or lesser value

MAPLE LEAF or SCHNEIDERS Wieners selected 375 g starting at 6.49 ea

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 Western Canada or Mexico 3 pk

Scene+ MEMBER PRICING

3.49 /100 g with Scene+ Card

Members SAVE 20¢/100 g

3.69 without Scene+ Card

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

CHOOSE CANADIAN SEAFOOD

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 510-540 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.*

Colton Neil
Edmonton, AB

Prices and offers in effect April-May 2024

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

More deals! Scan here for our full flyer

SOBEYS_SAFEGWAY_WKS2_P01_WST_AB_ML_SK

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.



350 PTS when you buy 1

24.99

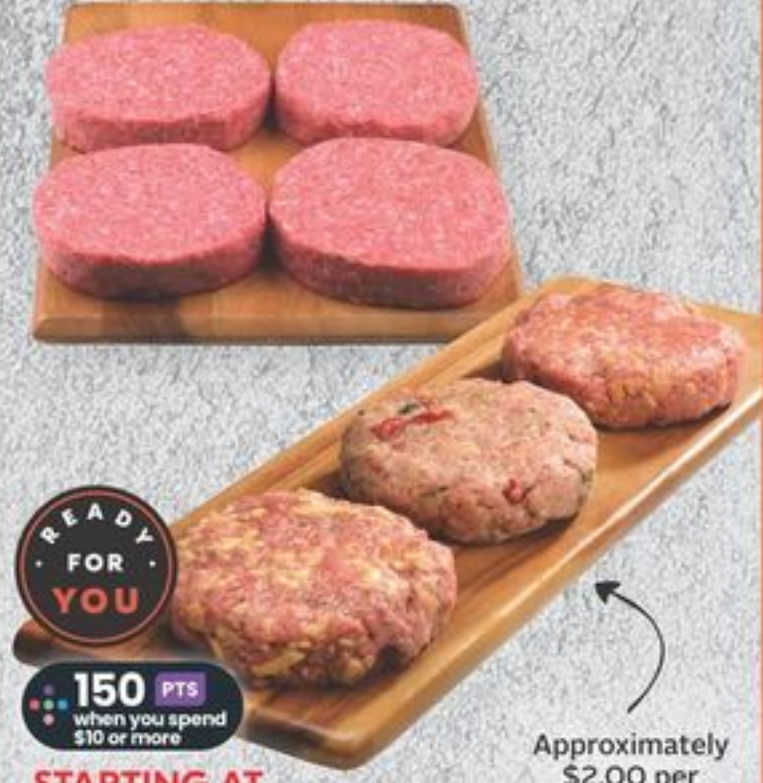
PAMPERS Super or HUGGIES Giga Pack Diapers 38-120 pk

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
3.99 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, EARL'S
KITCHEN + BAR, BELMONT,
CARDINAL ROADHOUSE,
BUTTERBALL, TOP GRASS
CATTLE CO. or COMPLIMENTS
Burgers & More! 568 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 grade beef



8.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 19.82/kg



250 PTS when you buy 1

12.99

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



HOT PRICE

6.99

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



Scene+ MEMBER PRICING

Members **SAVE \$1**

5.99 with Scene+ Card

6.99 without Scene+ Card

COMPLIMENTS Honeycrisp Apples product of USA fancy grade 1.36 kg bag



6.49

MAPLE LEAF Natural Selections Sliced Meats 125-175 g selected



4.49 no when you buy 2 or more

Value Pack Hot Dog or Hamburger Buns 12 pk 4.79 ea



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

DAIRYLAND Cream 10% or Fat Free 946 mL, LUCERNE Cream Fat Free, Half/Half or 35% 1 L



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

PUREX 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, KOBOS, MAXVPA OR JOEY RESTAURANTS GIFT CARDS!

Offer valid during April 25 - May 1, 2024. Some no rainchecks or price matching. Offer valid only on Gap Options \$25, Gap Options \$50, Gap \$25, Baby Gap \$25, Baby Gap \$50, Gap Options \$25-\$500, Jojoys \$50, Jojoys \$25-\$500, Jojoys \$25-\$500, Jojoys \$25-\$500, V.I. Waypa \$50, Waypa \$25-\$500, Kobo \$25, Kobo \$45, Kobo \$50, Kobo \$10-\$250. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

LOAD IT TO GET IT!

Get up to **1550** PTS

Load offers in the **Sobeys** or **Safeway** 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

Scene DIGITAL EXCLUSIVE



Download on the
App Store



GET IT ON
Google Play



**Serving
up
value**

Only
\$5*
or less

Per Serving

Try this week's recipe
**Warm Tuna
and Broccoli
Pasta Salad**

Get recipe

BARILLA
Farfalle Pasta
410 g



Hirros Cherry Tomatoes
product of Canada or
Mexico 255 g



Broccoli Crowns
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 LOWERED 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

COMPLIMENTS ORGANIC Sliced Mushrooms product of Canada 227 g



new LOWER PRICE

5.99 /lb

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



new LOWER PRICE

3.99

75 PTS when you buy 2

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



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 signs throughout our store

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 WESTERN CANADA

2²⁹ /lb
Tomatoes on the Vine product of Western Canada, Canada no 1 grade 5.05/kg



FROM WESTERN CANADA

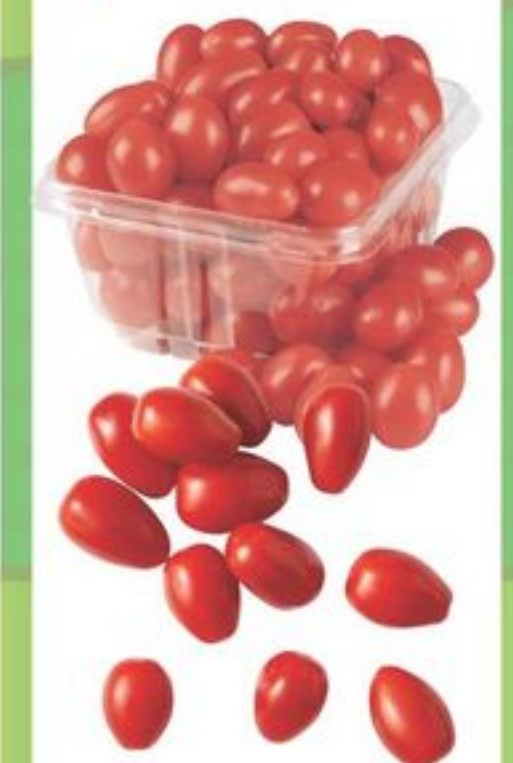
3⁴⁹
Mini Seedless Cucumbers product of Western Canada, Canada no 1 grade 6 pk



PRODUCT OF CANADA

4⁹⁹
Butter Lettuce product of Canada

Enjoy fresh hothouse produce!



3⁴⁹
Grape Tomatoes product of Western 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 Cole Slaw 397 g product of USA



50 PTS when you buy 1

4⁹⁹
French Green Beans product of Mexico 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 ea 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 signs throughout the store

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

value size

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

500 PTS when you spend \$30 or more

11.99

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Grilling Steak Family Size cut from Canada AAA grade beef 26.43/kg



That's like \$5 toward your groceries



6.99

STEFANO Pasta Sauce 405-648 mL



12.49

COMPLIMENTS Steak Spice or Chicken Seasoning 675-825 g

That's like \$10 toward your groceries

1000 PTS when you buy 4

5.99

RIO MARE Tuna Salad 160 g



2/2.50

JELLO Jelly Powders 10-85 g

That's like \$4 toward your groceries

400 PTS when you buy 8

12.49

JELLO Jelly Powders 10-85 g



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

LOOK FOR THESE SYMBOLS WHILE YOU SHOP



2.49 /lb
Eggplant or Zucchini
Squash product of Mexico 5.49/kg

6.49 **PRODUCT OF CANADA**
SWEET SNAPS Pepper Medley
product of Canada 340 g

50 PTS when you buy 2
3.49
THE LITTLE POTATO COMPANY
Potatoes Garlic Herb or Savoury Herb
Kits product of Canada 454 g

5.49 **ORGANIC**
COMPLIMENTS ORGANIC
Portabella Caps product of
Canada 170 g

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

5.99 **50 PTS** when you buy 1
Large Pineapples or
Fresh Cored Pineapples
product of Costa Rica

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

6.99 **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

2.99 **50 PTS** when you buy 1
SUNRISE Tofu extra
firm 350 g

Fire up your veggie GRILL

Our cored pineapples save prep time at no extra cost!

Fruity fresh...

4.79
Strawberries product of
USA or Mexico 454 g

300 PTS when you buy 2
4.99
SANLUCAR
Clementines product
of Morocco 907 g

Made with
10 grams of
plant protein,
these delicious
shakes help
keep you going
throughout
your day!

5.99
HAPPY PLANET
Clean Protein
900 mL

READY FOR YOU
BUY 1 GET 2ND
25% off
Prepared Fresh
Daily Yogurt
Parfaits assorted
sizes

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

Veggie love...

50 PTS when you buy 1
2.99
Green Kale
product of USA
or Mexico

ORGANIC
3.49
2.99
Celery product of
USA or Mexico

ORGANIC
2.99
1.99
COMPLIMENTS
Baby-Cut Mini Carrots
product of USA
no 1 grade 340 g

ORGANIC
6.99
5.99
COMPLIMENTS
Baby Spinach or
Spring Mix product
of USA 312 g

15% off
COMPLIMENTS
Tubs 250-500g
selected varieties

floral

16.99
Farm Fresh
Bouquet assorted
colours

8.99
Ornithogalum
assorted colours
4" pot

**Grown in
British Columbia**
STARTING AT
4.99
Ferns assorted
varieties and sizes

STARTING AT
14.99
Spring Bouquets
selection may vary
by store

BUDGET PLEASERS!

Look for these signs throughout the store

Scene
1000 pts = 10
in FREE groceries

Scene MEMBER
Reduced pricing
for Scene+ members

COMPLIMENTS

25
Sterling Silver

Celebrate 25 Years with Sterling Silver®

HAND-SELECTED AAA BEEF

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

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

BUY MORE SAVE MORE

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

CERTIFIED TENDER TENDRETE CERTIFIEE

200 PTS when you buy 1

4.49 /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken 9.90/kg

9.99 /lb

Fresh Boneless Skinless Turkey Breast 22.02/kg

200 PTS when you spend \$20 or more

3.99 /lb

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

READY FOR YOU

4.99 /lb

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

5.50 ea when you buy 2 or more

BUY MORE SAVE MORE

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

READY FOR YOU

7.99 /lb

100 PTS when you spend \$20

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

7.99

COMPLIMENTS Regular or Beef Jumbo Wieners 600 g

120 PTS when you buy 2

5.99

COMPLIMENTS Asian Inspired Entrées 400-500 g or Stuffed Chicken Cutlets 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

4 KG BOX

4.99 /lb

SUNRISE FARMS Seasoned Split Chicken Wings frozen 11.00/kg \$44 per 4 kg box

Check for this symbol in store!

quick & easy

300 PTS when you buy 2

STARTING AT 8.99

SCHNEIDERS Pepperettes or Bologna 300-500 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

STARTING AT 11.99

JACK DANIEL'S BBQ Entrées 425-454 g

7.49

HARVEST Sausage Rings 300 g or Sliced Bologna regular or beef 375 g

90 PTS when you buy 1

8.99

MARCANGELO Sausages Mild Italian, Hot Italian or Bacon Wrapped 500-675 g or MEATMAN'S South African Boerewors Maple & Pork or Pork & Apple Sausages frozen 400 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

PRICE LOCK

Look for these symbols while you shop



**Celebrate 25 Years
with Sterling Silver®**

**HAND-SELECTED
AAA BEEF**

**Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeyes
or Safeway**

*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

Nagano
PORC • PORK

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.



Ready for you **seafood.**

What a catch!

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!



Scene+
MEMBER
PRICING

369 /100 g **with Scene+ Card**

389 /100 g **without Scene+ Card and Rest of Week** **Marinated Fresh Atlantic Salmon Fillets** subject to availability



5⁹⁹

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



3⁴⁹

Fresh Atlantic Salmon Roasts with Imitation Crab and Seafood Stuffing



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!

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

seafood



2.99
COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



13.99
COMPLIMENTS Cooked Shrimp in Bag with Cocktail Sauce 680 g or IFC Coho Salmon, Yellowfin Tuna or Mahi-Mahi Portions 454 g



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

Ready for you seafood. What a catch!

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 /100 g
Marinated Raw Shrimp Skewers 45 g previously frozen

3.49 /100 g
Fresh Atlantic Salmon Roasts with Mediterranean Style Imitation Crab & Seafood Stuffing

5.99 /100 g
Prepared In-store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g

1.99 /100 g
Stuffed Mushroom Caps with Imitation Crab and Seafood Stuffing or Imitation Crab and Seafood Salad

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

Ready for you Flatbread meal deal. Feed a family of 3 for \$6 ea.

BUY 3 Flatbreads selected varieties 230-305 g
for \$18

200 PTS when you buy 1 Flatbread meal deal

1.49 ea. PLUS add one 1-litre Coca-Cola product



5.49
OLIVIERI Regular and Skillet Gnocchi 280-350 g

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
8.99
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 1.99 /100 g
COMPLIMENTS Bologna or Cooked Ham



SLICED FRESH
STARTING AT 4.39 /100 g
MAPLE LEAF Natural Selections Turkey or Ham



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

BUY MORE SAVE MORE
2.19 ea when you buy 3 or more
White or 100% Whole Wheat Bread 450 g 2.39 ea

4.49
Artisan Breads 375 g

BUY MORE SAVE MORE
4.99 80 when you buy 2 or more
STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g 5.29 ea

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

120 PTS when you buy 2
STARTING AT 3.49
Mini Croissants plain or cheese 8 pk 250-260 g

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

12.99 without Scene+ Card
PANACHE Cheesecakes frozen 600 g

11.49 with Scene+ Card

BAKE SHOP

Try our Lemon Shortcake, available for a limited time

BUDGET PLEASERS! Look for these signs throughout the store

Scene+ 1000 pts = 10 in FREE groceries

Scene+ MEMBER Reduced pricing for Scene+ members

COMPLIMENTS

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



CHOOSE
CHICKEN
OR
RIBS

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



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



Scene+ MEMBER PRICING
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
or when you buy 3 or 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



Scene+ MEMBER PRICING
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 HERSHEY'S King Size
Bars 62-85 g



Scene+ MEMBER PRICING
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



200 PTS when you buy 2
3.99 SUNRYPE 100%
Juice Regular or Slim
1.36 L



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

compliments Panache



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



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



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



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



200 PTS when you buy 2
4.49 PANACHE Cookies
300 g



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



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



100 PTS when you buy 2
4.99 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

new LOWER PRICE
PRICE LOCK

Look for these symbols while you shop

Flavours here and far!

Shop international foods storewide.



3⁹⁹

Dragon Fruit or Yellow Pitahaya product of Ecuador



1⁴⁹
/lb

Bok Choy or Nappa Cabbage product of USA 3.28/kg



5⁴⁹

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



3⁴⁹

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



2/7⁵⁰

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



STARTING AT
3⁹⁹

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



5⁹⁹

CHALO Basmati Rice 1.81 kg available in selected stores



3⁹⁹

KIKKOMAN Rice Vinegar selected varieties 296 mL

meal makers

Scene MEMBER PICKS
2.49 with Scene+ Card
 349 without Scene+ Card
 COMPLIMENTS English Muffins 6 pk

2/\$8
 JOS LOUIS 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
 CATELLI Pasta 900 g
 25 PTS when you buy 1

4.99
 MARIO'S Cooked Ham or Corned Beef 340 g

8.49
 KRAFT Pizza Kit 850 g

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

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 (or when you buy 2 or 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
 DAINITY 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
3.99 COMPLIMENTS Raisin Bread 650 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

30% off
300 PTS when you buy 2
 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 signs throughout the store

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 POINTS
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

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 PRICE LOCK

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Baby days are here!

Score these deals for your little one



3.19
ea when you buy 2 or more

HOT-KID Baby Mum-Mum 50-60 g 3.49 ea



3.39
ea when you buy 2 or more

200 PTS
when you buy 3 or more

LITTLE GOURMET ORGANIC
Snack Bars and Bites 23-42 g
4.49 ea



21.99

HUGGIES Wipes 560-704 pk

That's like **\$5**
toward your groceries



39.99

500 PTS
when you buy 1
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



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

Score more deals for your little one!

Scene

Buy More, Get More!

Get **150 PTS**

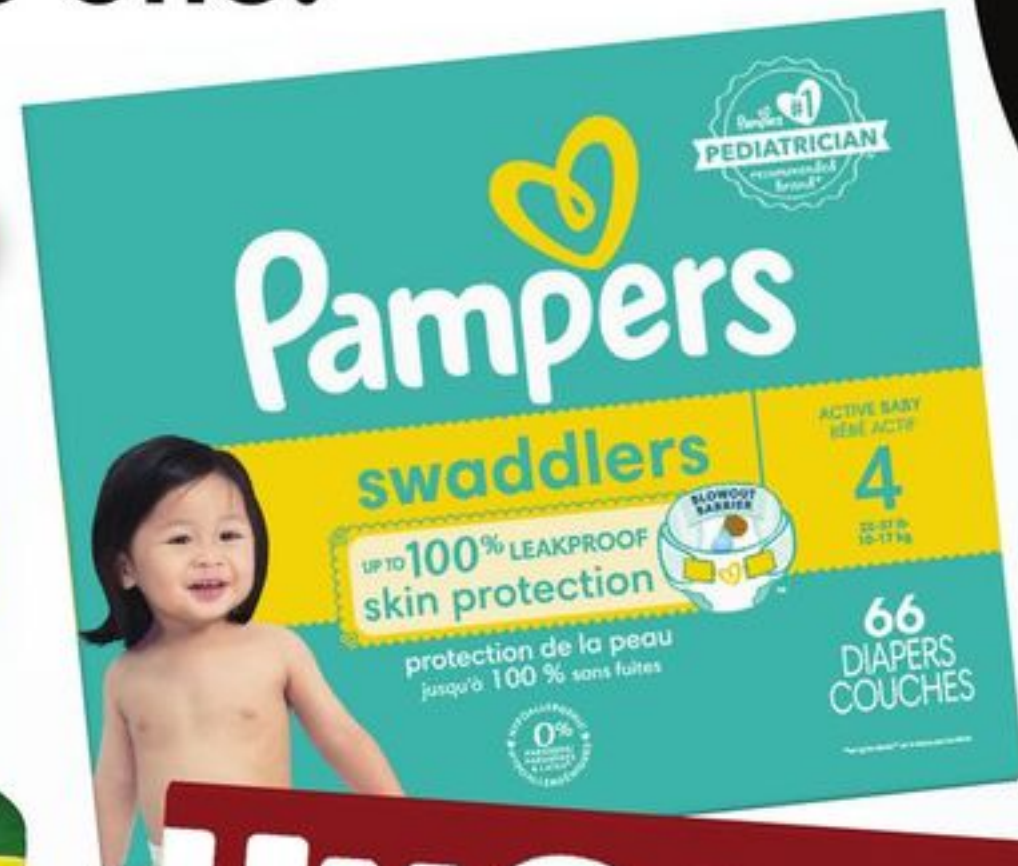
when you spend \$15-24⁹⁹

Get **300 PTS**

when you spend \$25-49⁹⁹

Get **1000 PTS**

when you spend \$50 or more



BUY MORE SAVE MORE

7.99

ea when you buy 4 or more

NESTLÉ Gerber ORGANIC Pouches 99-128 mL 2.49 ea

350 PTS when you buy 1

24.99

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



28.99

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



More Baby offers in store. **Sobeys** **SAFEWAY**

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

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April 18-May 1, 2024

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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

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\$10 GET A SOBEYS OR SAFEWAY GIFT CARD

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75 PTS when you buy 1

250 PTS when you buy 1

McCAFÉ K-Cup® Pods 12 pk

McCAFÉ K-Cup® Pods 48 pk

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Eating homemade, made easy! Spaghetti Lasagna

Click for recipe

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 2.79-2.99 ea

50 PTS when you buy 1

COMPLIMENTS Pasta 900 g

Knorr **1.77** (each when you buy 2 or more)

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

Get the Recipe at Knorr.com/ca

4.99 HELLMANN'S Mayo/Dressing 340-445 mL

DELICIOUSLY FLAVOURFUL. 100% HELLMANN'S

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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%

ENTER FOR A CHANCE TO
WIN A TRIP
TO THE
SUNSETS
FESTIVAL IN BRAZIL

23⁹⁹ CORONA Sunbrew
0.0% 12x355 mL

12⁹⁹ CORONA Sunbrew
0.0% 6x330 mL

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