

1000+

ITEMS ARE  
PRICE LOCKED  
OR AT NEW LOWERED PRICES

Look for these symbols in store



# Sobeys

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

LARSEN or MAPLE LEAF Wieners 375 g starting at 6.99 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 Canada or Mexico 3 pk

CHOOSE CANADIAN SEAFOOD

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

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](http://www.specialolympics.ca)

Prices and offers in effect April-May 2024 New Brunswick

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

So many deals  
Scan here for our full digital flyer

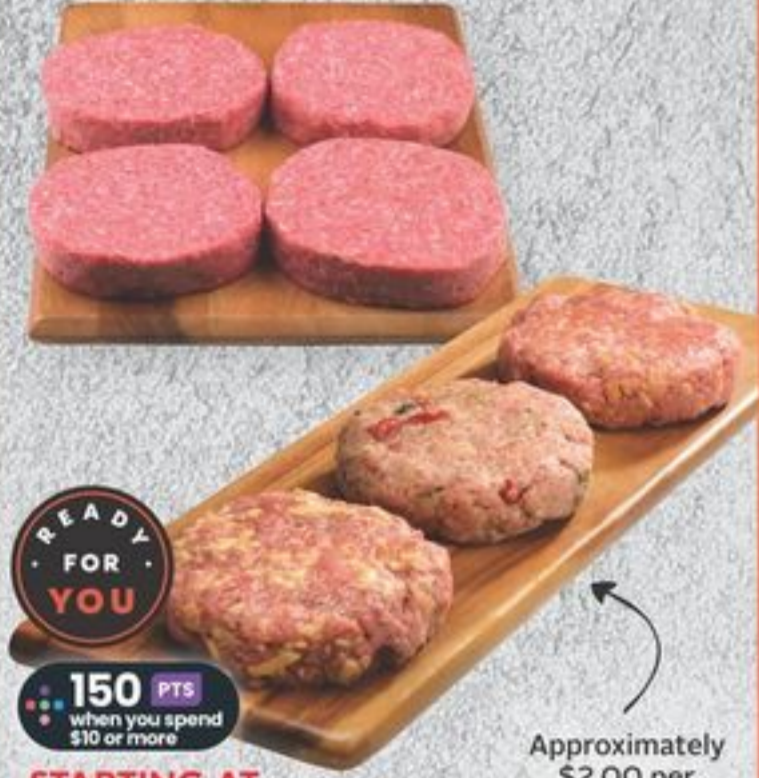
SOBEYS\_WKS2\_POI\_AT\_LAB





**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



# 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



Scene  
**DIGITAL  
EXCLUSIVE**

Download on the  
**App Store**

GET IT ON  
**Google Play**

Offer valid April 25<sup>th</sup> to May 1<sup>st</sup>, 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



Extended offer for 4+ weeks

Save when you stock up on more

Spotlight on weekly specials

Amazing limited-time price

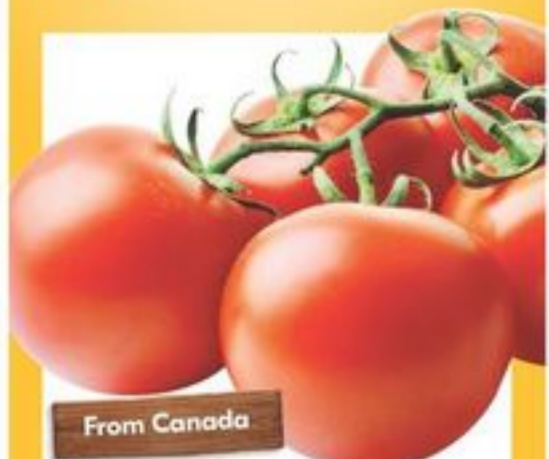
1000 = 10 in FREE groceries

Reduced pricing for Scene+ members

Love it or it's free\*

\*For details see Compliments.ca

# Fresh picks



From Canada

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



From Canada

**3.49** Mini Seedless Cucumbers product of Canada no 1 grade 6 pk



From Canada

**2.99** Boston Lettuce product of Canada

Enjoy fresh hothouse produce!



**3.99** Grape Tomatoes product of Canada or Mexico



**5.99** 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

**5.49** French Green Beans product of Mexico or Guatemala 400 g



+100 PTS when you buy 1

**5.49** SUMMI Asian Appetizers 240-350 g



+300 PTS when you buy 2

**9.99** PROMISE Gluten-Free Loaves 400-480 g



+200 PTS when you buy 1

**6.99** NOSSACK Sausage Rolls 4 pk 360 g

BAKED IN STORE

+100 PTS when you buy 2

**5.99** Chocolate Chip, Oatmeal Raisin or Monster Cookies 310 g



+200 PTS when you buy 2

**2.99** SCHNEIDERS Meat Pies 275 g



+100 PTS when you buy 2

**3.99** 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

**4.99** ARMSTRONG Cheese Sticks 210 g or Combos 180 g



+100 PTS when you buy 2

**4.29** 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

**19.99** 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

**19.99** 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<sup>99</sup>

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



STARTING AT 4<sup>99</sup>

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<sup>99</sup>

That's like \$10 toward your groceries  
Pork Half Loin Bone-In Chops frozen 8.80/kg



500 PTS when you spend \$30 or more

11<sup>99</sup> /lb

CERTIFIED TENDER TENDRETÉ CERTIFIÉE



That's like \$5 toward your groceries

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

100 PTS when you buy 1

8<sup>99</sup>

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<sup>99</sup>

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon or Cod 908 g



6<sup>99</sup> STEFANO Pasta Sauce 405-648 mL

300 PTS when you buy 2

That's like \$10 toward your groceries

1000 PTS when you buy 4

5<sup>99</sup>

RIO MARE Tuna Salad 160 g



12<sup>49</sup>

50 PTS when you buy 1  
COMPLIMENTS Steak Spice or Chicken Seasoning 675-825 g

That's like \$4 toward your groceries

400 PTS when you buy 8

2/2<sup>50</sup>

JELLO Jelly Powders 10-85 g



7<sup>99</sup>

300 PTS when you buy 2  
SWIFFER Wet Jet 1.25 L, Cloth 10-16 pk or Duster Kit selected

200 PTS when you buy 2

7<sup>49</sup>

GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



300 PTS when you buy 1

24<sup>99</sup>

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

**2<sup>99</sup>** /lb  
Eggplant or Zucchini  
Squash product of Mexico 6.59/kg

**6<sup>99</sup>** From Canada  
SWEET SNAPS Pepper Medley  
product of Canada 340 g

**3<sup>49</sup>** From Canada  
50 PTS when you buy 2  
THE LITTLE POTATO COMPANY  
Potatoes Garlic Herb or Savoury Herb  
Kits product of Canada 454 g

**5<sup>99</sup>** From Canada  
COMPLIMENTS ORGANIC  
Portabella Caps product of  
Canada 170 g

**5<sup>99</sup>** ORGANIC  
ANDY BOY  
Romaine Hearts  
product of USA or Mexico  
3 pk

**5<sup>49</sup>** 50 PTS when you buy 1  
Large Pineapples or  
Fresh Cored Pineapples  
product of Costa Rica

**2<sup>29</sup>** /lb  
Bulk Vidalia Onions  
product of USA 5.05/kg

**6<sup>99</sup>** 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<sup>99</sup>** 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...**

**4<sup>99</sup>** Strawberries product of USA or Mexico 454 g

**6<sup>49</sup>** 100 PTS when you buy 1  
Clementines product of Spain 907 g

**5<sup>99</sup>** 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 2<sup>nd</sup> off  
Prepared Fresh Daily Yogurt Parfaits assorted sizes

**15% off** BUY 1 GET 2<sup>nd</sup> off  
Prepared Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

**Veggie love...**

**3<sup>79</sup>** 50 PTS when you buy 1  
Green Kale product of USA or Mexico

**3<sup>49</sup>** ORGANIC 3<sup>99</sup>  
Celery product of USA

**2<sup>99</sup>** ORGANIC 2<sup>99</sup>  
COMPLIMENTS Baby-Cut Mini Carrots product of USA no 1 grade 340 g

**5<sup>99</sup>** ORGANIC 6<sup>99</sup>  
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

**15% off** COMPLIMENTS Tubs 250-500g selected varieties

**floral** available at most stores

**2<sup>75</sup>** BUY MORE SAVE MORE  
COMPLIMENTS Black Earth 25 L 2.99 ea

**4<sup>49</sup>** BUY MORE SAVE MORE  
Premium Assorted Annuals 4" 4.79 ea

**12<sup>99</sup>** BUY MORE SAVE MORE  
Premium Annuals 8" Decor Pot 14.99 ea

**9<sup>99</sup>** 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** 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  
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  
Fresh AIR-CHILLED Whole Chicken 9.90/kg

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

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

**5.50** /lb when you buy 2 or 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

**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

**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

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

**14.99** COMPLIMENTS Breaded Chicken 1.47-1.5 kg

**Big format Big value**

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

Check for this symbol in store!

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

**quick & easy**

**300 PTS** when you buy 2  
**9.99**  
SCHNEIDERS Peppercorn 300-375 g or MAPLE LEAF Natural Shredded Chicken 250 g selected

**6.99** /lb when you buy 2 or more  
MAPLE LEAF Natural Bacon, Ready Crisp or Fully Cooked Breakfast Sausages 65-375 g selected 7.99 ea

**11.99** STARTING AT  
JACK DANIEL'S BBQ Entrées 425-454 g

**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**

Look for these symbols while you shop

new LOWER PRICE  
PRICE LOCK



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<sup>99</sup> /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<sup>99</sup> /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

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  
**17<sup>99</sup>**

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 **\$19<sup>99</sup>**

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!

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**4<sup>99</sup>**

Dragon Fruit  
product of Ecuador



**3<sup>99</sup>**  
ea

Bok Choy or Nappa Cabbage  
product of USA



**5<sup>99</sup>**

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



**3<sup>49</sup>**

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



**2/7<sup>50</sup>**

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



STARTING AT  
**3<sup>99</sup>**

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



**5<sup>99</sup>**

CHALO Basmati Rice  
1.81 kg available in  
selected stores



**3<sup>99</sup>**

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 clean wound.  
 COVER: Use BAND-AID to protect wound from dirt and bacteria.

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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 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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†Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

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# Baby Days are here!

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

**24<sup>99</sup>**

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



BUY MORE SAVE MORE

**3<sup>25</sup>**

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



BUY MORE SAVE MORE

**7<sup>99</sup>**

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 \$15-24<sup>99</sup>

Get **300 PTS**

when you spend \$25-49<sup>99</sup>

Get **1000 PTS**

when you spend \$50 or more



**28<sup>99</sup>**

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

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April 18-May 1, 2024

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

**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

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**\$10 GET A SOBEYS GIFT CARD**

When you spend \$30 on any McCafé® products

**75 PTS** when you buy 1

**250 PTS** when you buy 1

McCAFÉ K-Cup® Pods 12 pk

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® bars and other the equivalent of one box of McCafé® products in the same transaction and spend your money at www.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.McCaféAtHome.ca. © 2024 McCafé®. 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,<sup>®</sup> hold the calories.

**30% LESS CALORIES.**  
**44% LESS SODIUM.**

**4<sup>49</sup>** 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

**4<sup>99</sup>** OLD EL PASO Mexican Kits  
250-510 g or Salsa 650 mL

**8<sup>79</sup>** OLD EL PASO Value  
Size Seasoning Mix  
Canister 177 g

**3<sup>99</sup>** OLD EL PASO Taco  
Squeeze Sauce 243 mL

**4<sup>99</sup>** 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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TO THE  
**SUNSETS**  
FESTIVAL IN BRAZIL

**23<sup>99</sup>** CORONA Sunbrew  
0.0% 12x355 mL

**12<sup>99</sup>** CORONA Sunbrew  
0.0% 6x330 mL

ENJOY RESPONSIBLY. \*NO PURCHASE NECESSARY. Must be legal drinking age. For full Contest Rules, prize information and details on how to enter visit: [www.corona.com/en-ca/sunsetsfestival](http://www.corona.com/en-ca/sunsetsfestival). Alcohol-free beer with natural flavour and vitamin D. Always read and follow the label. ©/MD TRADEMARKS GRUPO MODELO, S. DE R.L. DE C.V., LIC. USE / SOUS LIC.



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