

APRIL

HIT
OF THE
MONTH

limit 8
after limit
3.99 ea.



MR. BEAST FEASTABLES
CHOCOLATE BAR
SELECTED VARIETIES
60 G
BARRE DE CHOCOLAT
MR. BEAST FEASTABLES
21588617_EA/21589802_EA

\$3

limit 6
after limit
2.99 ea.



CAVENDISH FRIES
SELECTED VARIETIES
FROZEN
800 G
FRITES CAVENDISH
21559837_EA/21559976_EA

\$2

limit 6
after limit
2.99 ea.



LECLERC GO PURE
SELECTED VARIETIES
140-175 G
BARRES GO PURE LECLERC
21221434_EA

Members-Only Price*

\$2

Non-members

2⁹⁹

LOWEST PRICES
BEST DEALS

As compared to other major grocery retailers within your local areas.
*Must be a registered PC Optimum™ member to get this offer.
Valid from April 1 - 30, 2024. While quantities last. See in-store for details.



Optimum™

Members save more.



click or visit
pc optimum.ca
to become a member.

See back page for details.



Members save
\$5



Optimum
Members-Only Price™
5⁹⁹

HIGH LINER FISH OR SHRIMP
SELECTED VARIETIES
FROZEN
350-700 G
POISSON OU CREVETTES
HIGH LINER
20303200001_EA/20572299004_EA

Non-members
10⁹⁹



Members save
\$1.50

Optimum
Members-Only Price™
4⁴⁹

GOLD SEAL SOCKEYE SALMON
213 G
SAUMON SOCKEYE
GOLD SEAL
21186814_EA

Non-members
5⁹⁹



Members save
\$1.99

Optimum
Members-Only Price™
\$5

PC® MINI MUFFINS
SELECTED VARIETIES
12'S
MINI-MUFFINS PC®
21488839_EA

Non-members
6⁹⁹



Members save
\$1.11

Optimum
Members-Only Price™
4⁸⁸

SOFTSOAP LIQUID HAND SOAP
REFILL 1.47 L OR
DOVE BAR SOAP 3X106 G OR
BODY WASH 325/400 ML
SELECTED VARIETIES
RECHARGE DE SAVON LIQUIDE
POUR LES MAINS SOFTSOAP OU
PAIN DE SAVON OU NETTOYANT
POUR LE CORPS DOVE
21167194_EA/21220717_EA

Non-members
5⁹⁹

PRICE DROP

**LOWERED
PRICES UNTIL
MAY 15th 2024**



**BEN'S ORIGINAL
BISTRO EXPRESS RICE
SELECTED VARIETIES
240/250 G
RIZ BISTRO EXPRESS
BEN'S ORIGINAL
21404895_EA/21405242_EA**

\$3[#]



**SUNCHIPS
MULTIGRAINS
FLAVOURED SNACKS
SELECTED VARIETIES
205 G
GRIGNOTINES DE
MULTIGRAINS
AROMATISÉES
SUNCHIPS
21370313_EA/21370317_EA**

2⁵⁰[#]



**SCOPE CLASSIC ORIGINAL
MINT OR COOL PEPPERMINT
MOUTHWASH
SELECTED VARIETIES
1 L
RINCE-BOUCHE SCOPE
MENTHE ORIGINALE
CLASSIQUE OU MENTHE
POIVRÉE FRAÎCHE
20948747_EA/20948867_EA**

\$4[#]

†PRICE DROP offer valid in-store at participating locations between April 4 - May 15, 2024 before applicable taxes and while quantities last. Offer applies only to select products. Offer may be modified and/or cancelled without notice. See in-store for full details.



More offers. More points.

Get the most offers when you:

1. Use the PC Optimum™ App
2. Check out the weekly flyer
3. Visit the digital coupon board



Digital Coupon



air chilled 
CANADA
PC® Blue Menu®
chicken breast
boneless skinless
Air Chilled
3's
2348952_1A

Save
\$2
with digital
coupon

CLICK FOR THIS
COUPON AND MORE



Scan to see
our complete
digital flyer



Independent
Your Independent Grocer



CANADA
PC[®] FREE FROM[™] CHICKEN
DRUMSTICKS OR THIGHS
AIR CHILLED, CLUB PACK[™]
7.69/KG
PILONS OU HAUTS DE CUISSE DE
POULET PC[™] SIMPLEMENT BON[™]
21204934_KG/21205092_KG

air chilled
SAVE
AT LEAST \$1⁸⁰LB

3⁴⁹
LB

CUT BY OUR
BUTCHERS



SIRLOIN TIP OVEN ROAST
CUT FROM CANADA AAA GRADE
BEEF OR HIGHER
13.21/KG
RÔTI DE POINTE DE SURLONGE
20812306_KG

SALE
SAVE \$4^{LB}

5⁹⁹
LB



PORK SIRLOIN CHOPS OR ROAST
BONELESS, FAMILY SIZE
6.59/KG
CÔTELETTES OU RÔTI DE SURLONGE
DE PORC
20835855_KG/20836762_KG

CUT BY OUR
BUTCHERS

SALE
SAVE \$3^{LB}

2⁹⁹
LB

1 LB



STRAWBERRIES
PRODUCT OF U.S.A. NO. 1 GRADE
1 LB
FRAISES
20049778001_EA

SALE
SAVE \$1

2⁹⁹



FRESH ATLANTIC SALMON FILLETS
FAMILY SIZE
22.02/KG
FRESH SEAFOOD
ITEMS SUBJECT TO
AVAILABILITY.
FILETS DE SAUMON DE
L'ATLANTIQUE FRAIS
20720005_KG

SALE
SAVE \$3⁵⁰LB

9⁹⁹
LB



PC[®] OR BLUE MENU[™] MEAT,
VEGETABLE LASAGNA OR
MAC & CHEESE ENTRÉES
SELECTED VARIETIES
FROZEN
1.13 KG
PLATS CUISINÉS DE
LASAGNE À LA VIANDE,
AUX LÉGUMES OU MACARONI
AU FROMAGE PC[™] OU
MENU BLEU[™]
20314880_EA/20320534_EA

SALE
SAVE \$4⁸⁰

7⁹⁹



BARILLA PASTA
SELECTED
VARIETIES
340/410 G
PÂTES BARILLA
21404912_EA/21515800_EA

WHEN YOU BUY 3
SAVE 97^c

3/\$5
LESS THAN 3
\$1.99 EA.



OIKOS GREEK
650/750 G, ACTIVIA
YOGURT 12X100 G OR
8X93 ML SELECTED
VARIETIES
YOGOURT GREC
OIKOS, ACTIVIA
20303412001_EA/
21006634_EA

6⁴⁹



**GREEN GIANT
VEGETABLES** SELECTED VARIETIES
FROZEN
400-750 G
LÉGUMES GÉANT
VERT
21022355_EA/21022302_EA

2⁹⁹



**HUNT'S PASTA OR
TOMATO SAUCE** SELECTED VARIETIES
369-680 ML
PÂTES OU SAUCE
TOMATE HUNT'S
20008721_EA/20256852001_EA

SAVE
AT LEAST 80^c

1⁹⁹



**COUNTRY HARVEST
BREAD OR BAGELS**
SELECTED SIZES
AND VARIETIES
PAIN OU BAGELS
COUNTRY
HARVEST
21178597_EA/
21178640_EA/
21178642_EA

BUY 2
OR MORE
3⁷⁵
EA.
LESS
THAN 2
\$4.49 EA.



PC[®] AND
GROUND COFFEE
SELECTED
VARIETIES
875/930 G
CAFÉ TORRÉFIÉ
ET MOULU PC[™]
21393374_EA/
21393573_EA



SALE
SAVE \$2

12⁹⁹



CASHMERE BATHROOM
TISSUE 12 DOUBLE
ROLLS, SPONGETOWELS
PAPER TOWELS
6 ROLLS OR SCOTTIES
FACIAL TISSUE 6'S
SELECTED VARIETIES
PAPIER HYGIÉNIQUE
CASHMERE OU
ESSUIE-TOUT
SPONGE TOWELS OU
MOUCHOIRS SCOTTIES
21189812_EA/21204739_EA

6⁹⁹

Members save \$1

Optimum
Members-Only Price
6⁵⁰
Non-members **7⁵⁰**

BENTO SUSHI CALIFORNIA ROLLS
SELECTED VARIETIES
200 G
ROULEAUX CALIFORNIENS DE SUSHI BENTO
2089577_EA/2018452_EA

Members save \$1.50

Optimum
Members-Only Price
13⁵⁰
Non-members **\$15**

PC® BACON-WRAPPED WILD SEA SCALLOPS
FROZEN
280 G
PÉTONCLES SAUVAGES BARDÉS DE BACON PC™
21220644_EA

5,000^{PC}
for every '15' spent on

\$5 Value

QUAKER CEREAL
SELECTED VARIETIES
288-500 G
CÉRÉALES QUAKER
20637355_EA/21082500_EA

1,000^{PC}

\$1 Value

ALEXIS DE PORTNEUF LADY LAURIER 150 G
SIR LAURIER 170 G OR
LA SAUVAGINE 125 G
20972869_EA

PC® ORANGE JUICE 2.5 L OR
CREAMY YOGURT 16X100 G
SELECTED VARIETIES
JUS D'ORANGE OU YOGOURT CRÉMEUX PC™
20699925002_EA/21531644_EA

7⁹⁹ **5⁹⁹**

PC® SMOKIES™
SELECTED VARIETIES
1 KG
SAUCISSES PC™ SMOKIES™
20732535_EA/20733617_EA

SALE SAVE \$4

10⁹⁹

SALE SAVE \$2.50

GAY LEA BUTTER
SELECTED VARIETIES
454 G
BEURRE GAY LEA
20559408_EA/20559466_EA

5⁹⁹

BLACK DIAMOND CHEESE BARS 400 G,
SHREDS 300-320 G OR
SAUCE TUBS 300 ML
SELECTED VARIETIES
BARRES DE FROMAGE, FROMAGE RÂPÉ OU CONTENANTS DE SAUCE BLACK DIAMOND
21278845_EA/21279221_EA

6⁹⁹

PC® TEA
SELECTED VARIETIES
20'S
THÉ PC™
20301067_EA/21105270_EA

SALE SAVE 50¢

2⁹⁹

NO NAME® ICE CREAM SANDWICHES OR BARS
CLUB SIZE
SELECTED VARIETIES FROZEN
24/30'S
SANDWICHS OU BARRES À LA CRÈME GLACÉE SANS NOM®
2034740001_EA/21013432_EA

SALE SAVE \$1.99

\$10

DR. OETKER RISTORANTE OR CASA DI MAMA PIZZA
SELECTED VARIETIES
FROZEN
320-410 G
PIZZA RISTORANTE OU CASA DI MAMA DR. OETKER
20296100001_EA
20296424006_EA

WHEN YOU BUY 2 SAVE \$2.98

2/\$11
LESS THAN 2 \$6.99 EA.

DORITOS FLAVOURED TORTILLA CHIPS OR CHEETOS CHEESE FLAVOURED SNACKS
SELECTED VARIETIES
155-300 G
CROUSTILLES DE TORTILLA AROMATISÉES DORITOS OU GRIGNOTINES AROMATISÉES AU FROMAGE CHEETOS
21369118_EA/21370169_EA

WHEN YOU BUY 2 SAVE 98¢

2/\$8
LESS THAN 2 \$4.49 EA.

KRAFT SALAD DRESSING
SELECTED VARIETIES
425 ML
VINAIGRETTE KRAFT
21584850_EA/21583672_EA

3⁴⁹

AYLMER TOMATOES ORIGINAL OR ACCENTS 796/540 ML OR
CHEF BOYARDEE 418/425 ML
SELECTED VARIETIES
TOMATES AYLMER ORIGINALES OU ACCENTS OU CHEF BOYARDEE
20312500005_EA/21206804_EA

1⁹⁹

NATURE VALLEY GRANOLA BARS 230 G
BETTY CROCKER OR MOTT'S FRUIT SNACKS 128-228 G,
PILLSBURY SOFT BAKED BARS 120-150 G
SELECTED VARIETIES
BARRES GRANOLA VAL NATURE, COLLATIONS AUX FRUITS BETTY CROCKER OU MOTT'S, BARRES MOELLEUSES OU BARRES DE CÉRÉALES PILLSBURY
20315520002_EA
20318474001_EA

WHEN YOU BUY 2 SAVE \$1.48

2/6⁵⁰
LESS THAN 2 \$3.99 EA.

PC® NATURAL SPRING WATER 24X500 ML
EAU DE SOURCE NATURELLE PC™
20137898_C24

WHEN YOU BUY 2 SAVE \$1.58

2/\$6
LESS THAN 2 \$3.79 EA.

VEGA PROTEIN & GREENS DRINK MIX
SELECTED VARIETIES
510-526 G
PROTÉINES EN POUDRE POUR FRAPPÉ À BASE DE PLANTES VEGA
20830386001_EA
20830386002_EA

SALE SAVE \$1

24⁹⁹

ENSURE 237 ML OR
GLUCERNA 6X237 ML MEAL REPLACEMENT DRINKS,
PREMIER PROTEIN SHAKES 4X325 ML OR MUSCLE MILK 4X330 ML
SELECTED VARIETIES
BOISSONS DE SUBSTITUT DE REPAS ENSURE OU GLUCERNA, BOISSONS FRAPPÉES PROTÉINÉES PREMIER OU BOISSON FRAPPÉE MUSCLE MILK
20308731001_C06
21031114_EA

12⁹⁹

FINISH AUTO DISH 56-78-83 OZ
CASCADE PLATINUM BARS
AUTO DISH OR CASCADE 72-90'S
SELECTED VARIETIES
CAPSULES DE DÉTERGENT POUR LAVE-VAISSELLE FINISH, PLATINUM CASCADE OU CASCADE
21367612_EA
21518479_EA

19⁹⁹

CUSTOMER RELATIONS 1-866-541-6315. VISIT yourindependentgrocer.ca FOR STORE HOURS.

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YIG BACK

Produce



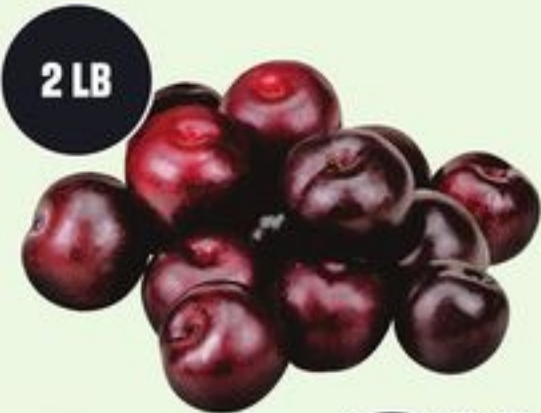
BLACKBERRIES
PRODUCT OF MEXICO OR
RASPBERRIES
PRODUCT OF U.S.A.
170 G
MÛRES OU FRAMBOISES
20551015001_EA/20128938001_EA

3⁴⁹



PC* EXTRA LARGE RED SEEDLESS GRAPES
PRODUCT OF SOUTH AFRICA OR CHILE, NO. 1 GRADE
8.80/KG
TRÈS GROS RAISINS ROUGES
SANS PÉPINS PC**
20159199001_KG

3⁹⁹
LB



PLUMS
PRODUCT OF CHILE,
NO. 1 GRADE
2 LB
PRUNES
20594316001_EA

6⁹⁹



ONTARIO FARMER'S MARKET* ENGLISH CUCUMBERS 3'S OR PC* COCKTAIL TOMATOES 340 G
PRODUCT OF ONTARIO
CONCOMBRES ANGLAIS
DÉLICÉS DU MARCHÉ**
OU TOMATES COCKTAIL
PC**
20828461001_EA/
20779176001_EA

4⁴⁹



FARMER'S MARKET* RUSSET POTATOES
PRODUCT OF CANADA
CANADA NO. 1 GRADE
10 LB OR LARGE
CANTALOUPE
PRODUCT OF
GUATEMALA OR
HONDURAS EACH
POMME
DE TERRE RUSSET
DÉLICÉS DU MARCHÉ**
OU GROS CANTALOUPS
20601020001_EA/
20167017001_EA

10 LB

5⁹⁹



SEEDLESS WATERMELONS
PRODUCT OF MEXICO
OR U.S.A. EACH
MELONS D'EAU
SANS PÉPINS
20067326001_EA

8⁹⁹



BROCCOLI CROWNS
PRODUCT OF U.S.A.
8.80/KG
COURONNES DE
BROCOLI
20026161001_KG

3⁹⁹
LB



AVOCADOS
PRODUCT OF MEXICO
5'S
AVOCATS
20142232001_EA

4⁹⁹



TAYLOR FARMS* CHOPPED SALAD KITS
PRODUCT OF U.S.A.
SELECTED VARIETIES
319-383 G
SALADES
HACHÉES
TAYLOR FARMS
21335159_EA/
21381584_EA

2/\$12
LESS THAN 2
\$6.99 EA.



ONTARIO GREENHOUSE BEEFSTEAK TOMATOES
PRODUCT OF ONTARIO
4.39/KG
TOMATES BEEFSTEAK
DE SERRE
20426141001_KG

1⁹⁹
LB



CORED PINEAPPLE
PREPARED FRESH
IN-STORE DAILY
600 G
ANANAS ÉVITÉ FRAIS
20503143_EA

5⁹⁹

Butcher



MEDIUM GROUND BEEF
FAMILY SIZE
13.21/KG
BŒUF HACHÉ MI-MAIGRE
20865673_KG

5⁹⁹
LB



CANADA PC* BLUE MENU* CHICKEN BREAST 3'S OR PC* SPLIT CHICKEN WINGS 730 G
AIR CHILLED
POITRINE DE POULET PC**
MENU BLEU** OU AILES DE
POULET SÉPARÉES PC**
21340952_EA/21340973_EA

\$12



ONTARIO BEEF STIR FRY STRIPS
CUT FROM CERTIFIED ONTARIO
CORN FED CANADA AA GRADE
BEEF OR HIGHER
250 G
LANIÈRES DE BŒUF À SAUTER
21588067_EA

\$7



ONTARIO STRIPLON GRILLING STEAK BONELESS, FAMILY SIZE, CUT FROM CERTIFIED ONTARIO CORN FED CANADA AA GRADE BEEF OR HIGHER
35.26/KG
BIFTECK DE
CONTRE-FILET
À GRILLER
20798457_KG

15⁹⁹
LB



JOHNSONVILLE PORK SAUSAGE
SELECTED VARIETIES
250-500 G
SAUCISSES DE PORC
JOHNSONVILLE
20003902_EA/20303844_EA

6⁹⁹



PC* WORLD OF FLAVOURS* JERK CHICKEN LEGS
AIR CHILLED
14.31/KG
CUISSES DE POULET
À LA JERK PC**
SAVEURS DU MONDE**
20954676_KG/214542860_KG

6⁴⁹
LB



SUFRA* HALAL CHICKEN LEGS
BACK ATTACHED
1.2 KG
CUISSES DE POULET
HALAL SUFRA**
21430676_EA

\$10



SCHNEIDERS LUNCHMATE STACKERS OR KITS
SELECTED VARIETIES
90-132 G
LUNCHMATE
STACKERS OU
TROUSSES-REPAS
SCHNEIDERS
21310034_EA/
20770777_EA

3/9⁹⁹
LESS
THAN 3
\$3.99 EA.



PINTY'S CHICKEN WINGS
SELECTED VARIETIES,
FROZEN
780 G
AILES DE POULET
PINTY'S
21507493_EA

17⁹⁹



PC* BURGERS
SELECTED VARIETIES,
FROZEN
568 G-1.36 KG
BURGERS PC**
20941230_EA/
20941443_EA

2/\$30
LESS
THAN 2
\$16.99 EA.



ST-HUBERT OR SWISS CHALET PIES
SELECTED VARIETIES
FROZEN
650-800 G
PÂTES
ST-HUBERT OU
SWISS CHALET
20719334_EA/
21047194_EA

10⁹⁹

Seafood

Fresh seafood items subject to availability.



SHRIMP SKEWERS
PLAIN OR
MARINATED,
PREVIOUSLY FROZEN
55 G
BROCHETTES DE
CREVETTES
21119692_EA

1⁷⁰



FRESH ASC TILAPIA FILLETS
22.02/KG
FILETS DE TILAPIA
FRAIS ASC
20897812_KG

9⁹⁹
LB



SEAQUEST* COLOSSAL PACIFIC WHITE SHRIMP
ZIPPERBACK* 16-20 PER LB
300 G OR CALAMARI
RINGS UNCOOKED
340 G FROZEN
CREVETTES BLANCHES
COLOSSALES DU
PACIFIQUE OU RONDELLES
DE CALMAR SEAQUEST*
20027170_EA/21043887_EA

7⁹⁹



PC* BLUE MENU* WILD ARGENTINIAN SCALLOPS
80-150 PER LB 400 G OR
CATCH OF THE DAY FISH
FILLETS 580 G-1.32 KG
FROZEN
PÉTONCLES ARGENTINS
SAUVAGES PC**
MENU BLEU** OU
FILETS DE POISSON
PRISE DU JOUR
20076343_EA/
20651933_EA

13⁹⁹

Bakery

DONUTS
SELECTED VARIETIES
6'S
BEIGNES
21572332_EA

6⁹⁹

GARLIC LOAF
PAIN À L'AIL
HEAT AND SERVE | RÉCHAUFFER
GARLIC LOAF

Members save **\$1**

Optimum
Members-Only Price™
2⁹⁹
Non-members
3⁹⁹

GARLIC LOAF
330 G
PAIN À L'AIL
21020061_EA

FARMER'S MARKET™
BAR CAKES
SELECTED VARIETIES
675-770 G
GÂTEAUX
RECTANGULAIRES
DÉLICES DU MARCHÉ™
21500612_EA

13⁹⁹

Elite
TIRAMISU
1000 G

Elite
RED VELVET **VELOUTE ROUGE**
1000 G

ELITE SWEETS SCOOP & SERVE DESSERTS
SELECTED VARIETIES,
FROZEN
500-600 G
DESSERTS SCOOP & SERVE ELITE SWEETS
21299181_EA/21392700_EA

8⁹⁹

BAKED
IN-STORE

**FRENCH, ITALIAN,
WHITE OR
WHEAT BREAD**
450 G
**PAIN FRANÇAIS,
ITALIEN, BLANC OU BLÉ**
20345208_EA/21377237_EA

\$2

SILVER HILLS
SPROUTED BREAD
SELECTED SIZES
AND VARIETIES
**PAIN DE
GRAINS GERMÉS**
SILVER HILLS
20711960_EA/21047070_EA

BUY 2 OR MORE
5⁵⁰
EA.
LESS THAN 2 \$6.49 EA.

PC® OR BLUE MENU™
TORTILLAS
10 INCH
SELECTED VARIETIES
TORTILLAS PC™
OU MENU BLEU™
20182857_EA/20185659_EA

3⁵⁰
EA.
LESS THAN 2 \$3.99 EA.

Hostess
Mini Donuts
200 G

Hostess
Twinkies
BUY 2 OR MORE
LESS THAN 2 \$3.49 EA.

**HOSTESS SNACK
CAKES OR DONUTS**
SELECTED SIZES
AND VARIETIES
**PETITS GÂTEAUX OU
BEIGNES HOSTESS**
21283746_EA/21283752_EA

\$3
EA.

Great to go

Great to go items plus applicable taxes.

BUY ANY
SERVICE OR PREPACK SANDWICH
SANDWICH DU COMPTOIR DE
SERVICE OU PRÉEMBALLÉ
21362145_EA

\$5-9

GET \$1 OFF

PEPSI SOFT DRINKS 591 ML, AQUIFINA 591 ML,
ROCKSTAR 473 ML, GURU 355 ML OR CELSIUS 355 ML
SELECTED VARIETIES
BOISSONS GAZEUSES PEPSI, AQUIFINA,
ROCKSTAR, GURU OU CELSIUS
20321598002_EA

The Deli

SCHNEIDER'S
Pepperettes
TURKEY
DINDIS
375g

Members save **\$4**

Optimum
Members-Only Price™
7⁹⁹
Non-members
11⁹⁹

SCHNEIDER PEPPERETTES
SELECTED
VARIETIES
300/375 G
PEPPERETTES
SCHNEIDERS
20976093_EA

CUDDY
SERVING SIZE
100g

**SERVICE CASE
CUDDY DELI MEATS**
CHARCUTERIES
**CUDDY DU
COMPTOIR
DE SERVICE**
20007099_KG/20323331_KG

3²⁹
/100 G

GENERAL TAO FRIED RICE
BUTTER CHICKEN, TERIYAKI
CHICKEN, SZECHUAN BEEF,
OR BURRITO BOWL WITH
RICE
400-475 G
GÉNÉRAL TAO, RIZ
FRIT, POULET
AU BEURRE, POULET
TERIYAKI, BŒUF
À LA SICHIUANNAISE
OU BOL BURRITO
AVEC RIZ
21460765_EA/21533946_EA

\$8-10

**ASSORTED CHICKEN
PLATE WITH SIDES**
CHILLED
364-481 G
PLATS DE POULET
**ASSORTIS AVEC
ACCOMPAGNEMENTS**
21557793_EA/21560810_EA

\$7

Daiya
SHREDS,
SLICES
OR BLOCKS
SELECTED
VARIETIES
185-227 G
**SIMILI-
FROMAGE**
RÂPÉ,
FRANCHES OU
BARRES DAIYA
21070311_EA/
21207740_EA

2/\$10
LESS THAN 2 \$6 EA.

ROOSTER® TOFU
SELECTED
VARIETIES
454 G
TOFU ROOSTER®
21474765_EA

2/\$4
LESS THAN 2 \$2.49 EA.

MADE FRESH
IN-STORE

PASTA TRAYS
1-1.2 KG
**PLATEAUX
DE PÂTES**
21395979_EA/
21395980_EA

\$12-15

**INDIVIDUAL COMBO
WITH WEDGES**
361-530 G
**COMBO INDIVIDUEL
AVEC POMMES DE
TERRE EN QUARTIERS**
21086084_EA/21022536_EA

\$9

CASTELLO
HAVARTI
CHEDDAR
OR BLUE CHEESE
SELECTED
VARIETIES
125-200 G
**HAVARTI, CHEDDAR
OU BLEU CASTELLO**
21150806_EA/20573932_EA

6⁹⁹

**PC® GOAT
CHEESE LOGS**
SELECTED
VARIETIES
140 G
**BŪCHETTES
DE FROMAGE
DE CHÈVRE**
PC™
20296631_EA
20330259_EA

2/\$10
LESS THAN 2 \$5.99 EA.

Floral

**MORE THAN
A DOZEN
TULIPS**
SELECTED
VARIETIES
TULIPES
PLUS-D'UNE-
DOUZAINÉ
20547693_EA

12⁹⁹

**DOZEN
ECUADORIAN ROSES**
ASSORTED COLOURS
DOUZAINÉ DE ROSES
DE L'ÉQUATEUR
20581781_EA/20581749_EA

\$25

**DOUBLE SPIKE
ORCHID
IN CERAMIC**
SELECTED
VARIETIES
ORCHIDÉE À
DEUX TIGES
DANS UN POT EN
CÉRAMIQUE
20997631_EA

\$28

**SUCCULENT
GARDEN
JARDIN
DE PLANTES
GRASSES**
21017339_EA

\$22

Garden Centre NOW OPEN

100% Canadian grown. Eh.



PC® 11 INCH DELUXE ANNUAL HANGING BASKET
SELECTED VARIETIES
20753918_EA

2/\$36
LESS THAN 2 \$20 EA.



FARMER'S MARKET™ 8 INCH EARLY ANNUAL PLANTER
SELECTED VARIETIES
21214982_EA

\$16



PC® 10.8 INCH EARLY ANNUAL PLANTER
SELECTED VARIETIES E
20753967_EA

\$22



PC® GIGANTICO™ 4.33 INCH ANNUALS OR HERBS
SELECTED VARIETIES
21352664_EA/21350301_EA

5/\$25
LESS THAN 5 \$5.50 EA.



PC® 11 INCH LAVENDER SHRUB
EACH
20952885_EA

\$25



PC® 9 CM PERENNIALS
SELECTED VARIETIES
21350463_EA

2/\$9
LESS THAN 2 \$5 EA.



15 CM SPECIALTY PHLOX
21350077_EA

\$10



\$10



SPRING BULBS
PLANT NOW FOR SUMMER BLOOMS
SELECTED VARIETIES
21357246_EA
21357249_EA

\$8-17



BURPEE OR MCKENZIE SEEDS
SELECTED VARIETIES
20754223_EA
20333371_EA

1⁸⁹-5⁴⁹



GROW YOUR OWN SELECTION OF FRUITS AND VEGETABLES
SELECTED VARIETIES AND SIZES
21515163_EA/21515074_EA/21348211_EA

4⁹⁹-9⁹⁹



4⁹⁹-9⁹⁹



EMERALD CEDAR
CONTAINER GROWN
4-6 FT
EACH
20058698_EA

29⁹⁹



BOXWOOD, SHRUBS OR EVERGREENS
SELECTED VARIETIES
1 GALLON
20218795_EA/20741130_EA/20741475_EA

\$13

Our plant guarantee

Evergreens*, trees, shrubs, rose bushes and perennials* are guaranteed for one full year.

Bring your original receipt and the original plant back to one of our Garden Centres and we will be happy to refund your money. All sales of "reduced to clear" plants are final. *Does not apply to evergreen and perennial planters in decorative containers.

Garden Centre



PC[®] MOISTURE LOCK
POTTING SOIL
25 L
21349077_EA

\$10



PC[®] BLACK
EARTH SOIL
25 L
21357992_EA

4/\$11
LESS THAN 4
\$3 EA.



PC[®] VEGETABLE
& HERB SOIL
25 L
21349109_EA

2/\$12
LESS THAN 2
\$7 EA.



PC[®] FLOWER
& GARDEN
BED SOIL
50 L
21353856_EA

2/\$20
LESS THAN 2
\$11.50 EA.



NO NAME[®]
ALL-PURPOSE
SOIL
50 L
21358664_EA

2/\$20
LESS THAN 2
\$11.50 EA.



NO NAME[®]
CEDAR MULCH
AVAILABLE
IN NATURAL,
BLACK OR RED
42.5 L
21358531_EA
21358573_EA

3/\$12
LESS THAN 3
\$4.50 EA.



PC[®] ENRICHED
LAWN SOIL
25 L
21349080_EA

2/\$12
LESS THAN 2
\$7 EA.



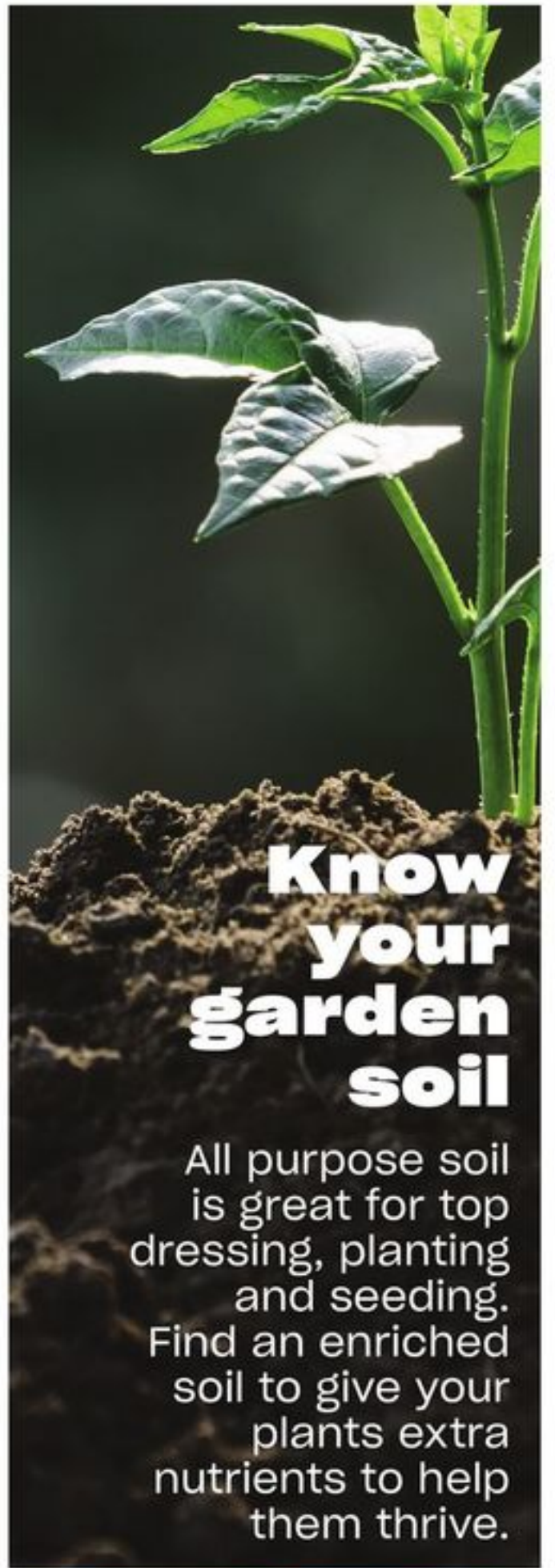
PC[®] GRASS
SEED
SELECTED
VARIETIES
1 KG
21359479_EA
21359480_EA

2/\$20
LESS THAN 2
\$12 EA.



PC[®] PAPER YARD
WASTE BAGS
5'S
20429980_EA

2/\$8
LESS THAN 2
\$4.99 EA.



**Know
your
garden
soil**

All purpose soil is great for top dressing, planting and seeding. Find an enriched soil to give your plants extra nutrients to help them thrive.



GARDEN DÉCOR
SELECTED
STYLES
21579523_EA
21579553_EA
21579365_EA

**SEE GARDEN CENTRE
FOR RETAILS**



GARDEN WATERING
ACCESSORIES
SELECTED STYLES
21579651_EA
20275904_EA
21579608_EA

**SEE GARDEN CENTRE
FOR RETAILS**



GARDEN POTS
SELECTED STYLES
21579553_EA
21579659_EA
21579818_EA

**SEE GARDEN CENTRE
FOR RETAILS**



GARDEN TOOLS
SELECTED
STYLES
21579479_EA
21579637_EA
21579571_EA

**SEE GARDEN CENTRE
FOR RETAILS**

**Our plant
guarantee**

**Evergreens*, trees, shrubs, rose bushes and perennials*
are guaranteed for one full year.**

Bring your original receipt and the original plant back to one of our Garden Centres and we will be happy to refund your money. All sales of "reduced to clear" plants are final. *Does not apply to evergreen and perennial planters in decorative containers.

Greenhouse Grown

From the greenhouse to your house...



FARMER'S MARKET™
GREENHOUSE PEPPERS
PRODUCT OF ONTARIO
3'S
20085851001_EA

5⁴⁹



FARMER'S MARKET™
GRAPE TOMATOES
PRODUCT OF MEXICO
283 G
21367888001_EA

3⁹⁹



PC® MIXIANY CHERRY TOMATOES
PRODUCT OF ONTARIO
680 G
21285888001_EA

7⁹⁹



PC® LIVE LETTUCE GREEN 2'S
OR RED & GREEN 2'S OR TRIO 2'S
PRODUCT OF CANADA
21212486_EA/21212487_EA

4⁹⁹



PC® ORGANICS
TOMATOES
ON THE VINE
PRODUCT
OF ONTARIO
8.80/KG
20127917001_KG

3⁹⁹
LB



PC® ORGANICS
GRAPE TOMATOES
PRODUCT OF CANADA
OR MEXICO
255 G
20799491001_EA

4⁴⁹



PC® GREENHOUSE
STRAWBERRIES
PRODUCT
OF ONTARIO
CANADA NO. 1
GRADE
340 G
21027142001_EA

6⁹⁹

Grocery



PC® AVOCADO OIL
500 ML
20332066_EA

12⁹⁹



OCEAN'S WHITE TUNA
SELECTED VARIETIES
170 G
21005158_EA

2⁹⁹



WHISKAS TEMPTATIONS
CAT TREATS
SELECTED VARIETIES
454 G
21012108_EA

Members save **\$2**
Optimum
Members-Only Price
6⁹⁹
Non-members
8⁹⁹



PC® SALAD DRESSING
SELECTED VARIETIES
475 ML
20627618001_EA/20627618005_EA

2/\$7
LESS THAN 2
\$3.99 EA.



STAGG CHILI
SELECTED VARIETIES
425 G
20309125004_EA

2⁴⁹



KRAFT DINNER
FLAVOURED CUPS 58 G
OR SPECIALTY FLAVOURS
OR SHAPES
150-200 G
SELECTED VARIETIES
21393426_EA/21435132_EA

4/\$8
LESS THAN 4
\$2.49 EA.



MINUTE MAID, FIVE
ALIVE OR NESTEA ICED
TEA DRINK BOXES
SELECTED VARIETIES
8/10X200 ML
20327042001_EA/21092667_EA

3⁷⁹



GATORADE
6X591 ML OR BUBLY
SPARKLING WATER
12X355 ML OR
MONTELLIER
10X355 ML
SELECTED VARIETIES
20303218003_C06
21568926_C12

2/\$12
LESS THAN 2
\$6.99 EA.



VH SAUCES
SELECTED VARIETIES
341/355 ML
20308726001_EA/20309693001_EA

2/\$8
LESS THAN 2
\$4.79 EA.



PC® GNOCCHI
OR RISOTTO
350-400 G OR
PC® ASIAN
ENTRÉES OR
SOUPS 300 G
SELECTED VARIETIES,
FROZEN
21546584_EA
21546625_EA

2/\$10
LESS THAN 2
\$5.99 EA.



CRAVE OR
KRAFT
DINNER
ENTRÉES
SELECTED VARIETIES
FROZEN
200-340 G
21085515_EA
21553329_EA

2/\$11
LESS THAN 2
\$6.49 EA.



PILLSBURY PIZZA
POPS 760 G OR
BITES 693 G
SELECTED VARIETIES
FROZEN
20972958_EA
21435931_EA

2/\$14
LESS THAN 2
\$7.99 EA.



NO NAME®
MARSHMALLOWS
SELECTED VARIETIES
400 G
20304672001_EA
21008975_EA

2/\$7
LESS THAN 2
\$3.99 EA.



PILLSBURY TOASTER
STRUDEL 326 G OR
SCRAMBLES 204 G
SELECTED VARIETIES
FROZEN
20172664001_EA/21474507_EA

2⁹⁹



BEN & JERRY'S
473 ML OR
MAGNUM BARS 4'S
SELECTED VARIETIES FROZEN
20950739_EA/21568089_EA

2/\$11
LESS THAN 2
\$6.99 EA.



BURNBRAE EGG BAKES
SELECTED VARIETIES
FROZEN
2/4'S
21060391_EA/21097732_EA

2⁹⁹



MAYNARDS
CANDY
SELECTED VARIETIES
150-154 G
21545554_EA/21545605_EA

2/\$5
LESS THAN 2
\$2.99 EA.



COTTONELLE
BATHROOM TISSUE
6-24 ROLLS OR
FLUSHABLE WIPES 2'S
SELECTED VARIETIES
20688530_EA/21594641_EA

9⁹⁹



CASHMERE
BATHROOM
TISSUE
SELECTED VARIETIES
24-72 ROLLS
21189845_EA
21443648_EA

19⁹⁹



HUGGIES
SUPER BIG PACK
DIAPERS
SELECTED VARIETIES
36-108'S
21456221_EA/21456311_EA

\$25



PC®, HUGGIES OR
PAMPERS 6'S BABY
WIPES 352-600'S
SELECTED VARIETIES
21102958_EA
21271645_EA

14⁹⁹

Taking care of your family



DOVE SHAMPOO OR CONDITIONER OR AXE HAIR STYLING SELECTED VARIETIES AND SIZES
20338455001_EA/210183398_EA

5⁹⁹



SPEED STICK PREMIUM ANTIPERSPIRANT 45-85 G OR J.R. WATKINS 266/325 ML LIQUID HAND SOAP PUMP SELECTED VARIETIES
20847071_EA/21432848_EA

3⁹⁹



SENSODYNE OR PRONAMEL TOOTH PASTE 75-100 ML, POLIDENT OR POLIGRIP, COLGATE TOTAL OR SENSITIVE PRO-RELIEF TOOTH PASTE, COLGATE 360° MANUAL TOOTHBRUSH OR COLGATE MOUTH WASH SELECTED VARIETIES AND SIZES
20301179001_EA/21156717_EA

4⁹⁹



SENSODYNE OR PRONAMEL TOOTH PASTE 110 ML-135 ML, COLGATE OPTIC WHITE, PRO RELIEF OR PERIOGARD TOOTH PASTE, COLGATE MOUTH WASH, COLGATE BATTERY OR MANUAL TOOTHBRUSH SELECTED VARIETIES
20247931001_EA/21220587_EA

5⁹⁹



PANTENE, HAIR EXPERTISE OR WHOLE BLENDS SELECTED VARIETIES AND SIZES
20340308005_EA/21431192_EA

5⁹⁹



NIVEA Q10 POWER ANTI-WRINKLE DAY CREAM OR CETAPHIL MOISTURIZERS OR CLEANSERS SELECTED VARIETIES AND SIZES
20432213001_EA/20701102_EA

20%



ALWAYS PADS 28-38'S, LINERS 36-40'S, TAMPAX PEARL 32-40'S, BASE TAMPONS 54'S, U BY KOTEX TAMPONS 31-34'S, PADS 26-34'S OR LINERS 64-100'S SELECTED VARIETIES
20319562001_EA/21518239_EA

20%



LIFE BRAND® OVERNIGHT MAXI PADS 36'S OR MAXIMUM ABSORBENCY INCONTINENCE UNDERWEAR 18'S SELECTED VARIETIES
21202823_EA/21232217_EA

25%



LIFE BRAND® PAIN OR ALLERGY RELIEF TABLETS, CAPLETS, SPRAYS, LIQUIDS, PATCHES OR RUBS SELECTED VARIETIES AND SIZES
21134305_EA/21229420_EA

35%



WEBBER NATURALS OR ONE A DAY ADULT MULTIVITAMINS 60-130'S OR FLINTSTONES CHILDREN MULTIVITAMINS 50-180'S SELECTED VARIETIES
20890422_EA

25%



DEGREE BASE ANTIPERSPIRANT 45/74 G, DIAL ANTIBACTERIAL LIQUID HAND SOAP 325 ML OR BODY WASH 473 ML SELECTED VARIETIES
20303942001_EA/21311819_EA

3⁹⁹



ENFAMIL A+ READY-TO-FEED BABY FORMULA STAGE 1 & 2 18X237 ML
21208370_C01/21208382_C01

59⁹⁹

FOR ALL YOUR GROOMING NEEDS



17⁹⁹ Gillette & Venus razors for Pubic Hair & Skin, ProGlide and ProShield razors selected sizes and varieties
21356935_EA



10% Gillette Venus 6'S, Mach3, Fusion or ProGlide 12's or Mach3 Billboard pack 15's cartridges selected sizes and varieties
21436926_EA



5⁴⁹ Gillette Series or Satin Care twin pack 2x198 g, Gillette Pro or Fusion shave gel 198 g, selected varieties
20885350_EA



8⁹⁹ Gillette Mach3, Sensor or Venus Disposable razors 1-8's selected varieties
20179414001_EA

formulas for good, clean fun



LESS THAN 2 \$4.99 EA
2/\$8
method liquid hand soap pump, selected varieties
300/354 mL
20432113004_EA



500⁰ **50¢ Value**
\$5⁹⁹
method liquid hand soap refill, selected varieties
828 mL/1L
21425039_EA



\$6⁹⁹
method body wash selected varieties
532 mL
21425299_EA

method for change

FOR HEALTHY LOOKING, BEAUTIFUL SMILES!



4⁹⁹ Crest 3D White Advanced Paste 70 mL, Oral-B Glide or Deep Clean Floss Picks selected varieties
21506728_EA/21092358_EA



5⁹⁹ Crest Scope mouthwash 1 L or Crest Gum Detoxify Paste 83 mL selected varieties
20948747_EA/21354690_EA



7⁴⁹ Oral-B Satin Floss 2's or Crest Pro Health mouthwash 1 L selected varieties
20598749_EA/20308684001_EA



8⁹⁹ Crest Complete Outlast Paste 3's or Oral-B Battery toothbrush 1's selected varieties
21354003_EA/20859494_EA



25% Oral-B Pro 300 Rechargeable toothbrushes or Oral-B Brush Heads selected varieties
21475139_EA/20346231001_EA

All Day Protection with Depend



25% **DEPEND OR POISE** selected varieties and sizes
21295307_EA/21100737_EA

For your pet



WHISKAS CAT FOOD
SELECTED VARIETIES
1.5/2 KG
20754051_EA

9⁹⁹



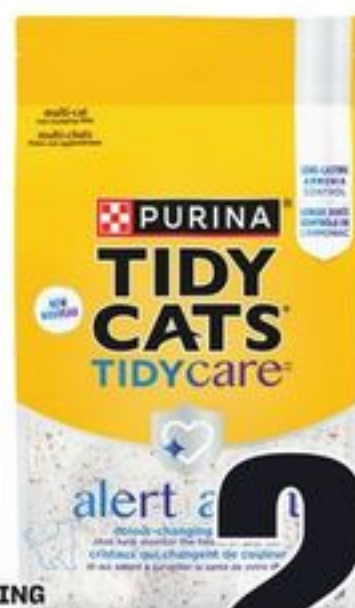
PEDIGREE DENTASTIX
TREATS FOR DOGS
SELECTED VARIETIES
100 G-1.9 KG
21081180_EA

10⁹⁹



PRIME BONES
TREATS FOR DOGS
SELECTED VARIETIES
264-320 G
21357812_EA

8⁹⁹



TIDY CATS TIDY CARE
ALERT COLOUR CHANGING
CRYSTALS CAT LITTER
3.63 KG
21581080_EA

29⁹⁹



BENEFUL DOG FOOD
SELECTED VARIETIES
1.6/1.8 KG
20295905001_EA

11⁹⁹



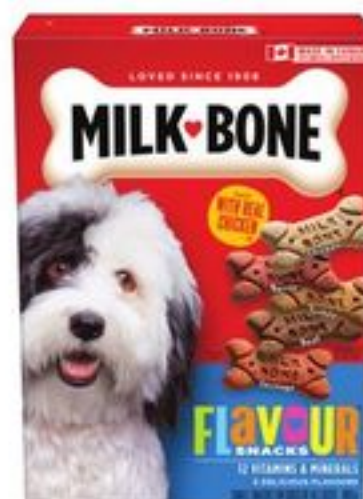
BENEFUL INCREDI BITES
85 G
21576867_EA

1²⁹



PURINA CAT CHOW
SELECTED VARIETIES
1.42-2 KG
20319556001_EA

8⁹⁹



MILK BONE DOG TREATS
SELECTED VARIETIES
750-900 G
21014573_EA

5⁴⁹



MEOW MIX CAT FOOD
SELECTED VARIETIES
1.36-2 KG
21565150_EA

6⁹⁹



CAT'S PRIDE
FRESH & LIGHT CAT LITTER
SELECTED VARIETIES
3.86 KG
21352107_EA

13⁹⁹



PC[®] NUTRITION
FIRST[®] CAT FOOD
SELECTED VARIETIES
2 KG
21303270_EA

13⁹⁹



PC[®] NUTRITION
FIRST[®] DOG FOOD
SELECTED VARIETIES
2 KG
21307661_EA

10⁹⁹

Lindt LINDOR

Melt into a moment of bliss.

75 Years



Lindt GHIRARDELLI Bars SELECTED VARIETIES 100 g
21521197_EA
3/10⁵⁰ LESS THAN 2 \$3.99 EA.

Lindt LINDOR Bars 100 g
Lindt SWISS CLASSIC Bars 100 g SELECTED VARIETIES
2029685001_EA
3/\$9 LESS THAN 2 \$3.49 EA.

Lindt EXCELLENCE Bars SELECTED VARIETIES 100 g
20312527005_EA
3/10⁵⁰ LESS THAN 2 \$3.99 EA.

Lindt LINDOR Bags SELECTED VARIETIES 150 g
21390291_EA
6⁹⁹

Lindt GHIRARDELLI Bags SELECTED VARIETIES 151 g
21332689_EA
2/\$14 LESS THAN 2 \$8.49 EA.

Introducing New Celebrity Sheep Flavours!

FAMOUSLY GOOD®

CELEBRITY SHEEP

5⁹⁹ CELEBRITY SHEEP LOG SELECTED VARIETIES 113 G
21519666_EA

The sheep are in the spotlight
NOW AVAILABLE, TRY THEM ALL!

FINICA

Finica is the proud winner of 2 AWARDS for this cheese!
Best Product (Dairy Category)
Best Overall Consumer Value Product

MAPLE LEAF

Natural selections

— Our simplest —
ingredients yet.

New look, same great taste.



6⁹⁹ Maple Leaf® Natural Selections® Sliced Deli Meats 125-175 g
20009282_EA/20065285_EA

SCHNEIDERS

100% DELICIOUS TASTE.

25% LESS SODIUM.



6⁹⁹ Schneiders® Sliced Deli Meats 175 g
21558362_EA

*Rated the Best New Product for packaged sliced meats by Canadians in a 2024 BrandSpark® survey. 25% less sodium than regular turkey/ham/salami.

Get set to Savour

SUMMER

WIN 20,000,000^{pts}
PC Optimum® Points

with **Kraft** | **HEINZ**



\$5⁹⁹ Heinz Ketchup 750 mL - 1 L
Miracle Whip Spread 650 - 690 mL
Selected varieties
20069080_EA/20298681001_EA

\$5⁹⁹ Kraft Singles Process Cheese Product
Selected varieties 410 g
21188654_EA

2/\$7 LESS THAN 2 \$4.29 EA.
MiO, Tang, Kool-Aid, Country Time & Crystal Light Liquid Drink Mix
Selected varieties 48 mL
20663423_EA/20749494001_EA

\$6⁴⁹ Pure by J.L. Kraft Dressings
Selected varieties 355 mL
21581429_EA/21581659_EA

\$4⁴⁹ Kraft Salad Dressings
Selected varieties 425 - 475 mL
21584850_EA

2/\$8 LESS THAN 2 \$5.49 EA.
Diana Sauce 600 mL
Bull's-Eye BBQ Sauce 425 mL
Selected varieties
20647834005_EA/21184617_EA

*NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. Visit KraftSummer.ca for full contest rules and details.

Baking with **Betty Crocker**



2/\$8 LESS THAN 2 \$4.49 EA.
Cinnamon Toast Crunch™ Cookies or Cinnamon Toast Crunch™ Cake
367-453 g
21547849_EA/21508362_EA

2/\$8 LESS THAN 2 \$4.49 EA.
Betty Crocker™ Reese's Cookie Mix 337 g
21546952_EA

2/\$8 LESS THAN 2 \$4.49 EA.
Betty Crocker™ Brownie of the Year 521 g
21016700_EA

\$6⁹⁹ Betty Crocker™ Gluten Free Golden Cake Mix 425 g
20379076002_EA

\$6⁹⁹ Betty Crocker™ Brownie Gluten Free 454 g
20794706_EA

2/\$8 LESS THAN 2 \$4.49 EA.
Betty Crocker™ Mug Cake with frosting Selected Varieties 266/294 g
21096607_EA

2/\$8 LESS THAN 2 \$4.49 EA.
Betty Crocker™ Red Velvet Cupcakes with Cream Cheese Flavoured Frosting 465 g
20694464001_EA

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financial

Earn more PC Optimum™ points
on your everyday purchases with PC Financial® products.



pcfinancial.ca

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Mobile

Get 25GB for \$29/mo.

when you register for Automatic Top-up.

20,000^{pts}
after 2 months of service



* New activations only. Conditions and SIM Card charges apply. Offer is subject to change without notice. Ask us for details.



Protein made easy.

Smooth creamy texture.
No added sugar.

NEW!

\$3.69

21588150_EA
21588256_EA
Yoplait® Source®
Protein 4x100 g



NEW!

\$4.49

21587047_EA
21588406_EA
Yoplait® Source®
Protein 650 g



NEW!

\$6.99

Liberté Greek®
650-750 g
21588248_EA
21547533_EA



4/\$5
LESS THAN 4
\$1.49 EA.

Yoplait® YOP®
200 mL
21478096_EA
21478186_EA
21478178_EA



\$3.69

Yoplait® Tubes®
8x56 g
21547595_EA
21547629_EA



NEW!

\$6.99

Liberté Greek 3%
Less Sugar Blueberry,
Raspberry 650 g
21588110_EA
21588215_EA



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**TRUSTED SOFTNESS,
BETTER TEAR**

*vs. leading US 1-ply bargain brand

17.99 Charmin
Bath Tissue, 12=48 roll, soft
21549779_EA

**Cleans Better
So You Can
Use Less***

17.99 Charmin
Bath Tissue, 12=48 roll, strong
21484810_EA

*vs. Leading USA 1-Ply Bargain Brand

MORE ABSORBENT

**+50% MORE
ABSORBENT**

*vs. leading ordinary brand.

17.99 Bounty
Paper Towel,
Select A Size, 6=12 roll
21515966_EA

**THICKER
AND MORE
ABSORBENT**

*vs. the leading US 2-ply napkin

10.99 Bounty
Napkin 400's
21053171_EA

© 2024 P&G

\$12.99
each

PUREX 4.08-4.43 L, PERSIL 2.21 L OR SUNLIGHT 4 L LAUNDRY DETERGENT
SELECTED VARIETIES
21427042_EA/20083525002_EA

**A BOOST
OF FRESHNESS**

*#1 claim based on Nielsen 3 Channel Market Share period ending June 3, 2023
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Optimum™

**Get to
FREE 3x
faster***

with the
PC Optimum™ app.
Open the app and
get your offers.

10,501
points

Your weekly offers

- 200 points for every \$1 spent on groceries
- 200 points for every \$1 spent on groceries
- 100 points for every \$1 spent on groceries

*Based on our most recent annual data as of December 31, 2022, PC Optimum™ members who load and shop their offers via the PC Optimum™ app or online account primarily (APP users) have more opportunities to optimize on personalized points offers and reaching the "free" (minimum redemption threshold) 3x faster on average than PC Optimum™ members who are not digitally engaged.