

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

# Sobeys

Scene+ MEMBER **2.49** /lb. 5.49/kg  
with Scene+ Card  
Member **SAVE 30%**  
BUTTERBALL Turkey regular, stuffed or Naturally Inspired Raised Without Antibiotics frozen grade A all available sizes



**10.99** /kg  
COMPLIMENTS Thick Cut Bacon 1 kg.  
SWISS CHALET Pork Back Ribs 600 g or EARLS Kitchen + Bar BBQ Pork Back Ribs 680 g

**5.88** /lb  
COUNTRY RIBBON Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family size 12.5kg

**3/4.98**  
Large Avocados product of Mexico

**2/\$6**  
Raspberries or Blackberries product of USA or Mexico 170 g

**6.99**  
COMPLIMENTS Breadcrumbs 454 g

**HOT PRICE 3.99**  
CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet or No Sugar Added Ice Cream 1-2 L.  
Black Cherry / French Vanilla

**2.27** /kg  
**HOT PRICE 3.27**  
CLASSICO Pasta Sauce 218-650 mL or COMPLIMENTS Dry Pasta 2.27 kg  
Tomato & Basil / Tomato & Basil

**200 PTS** when you buy 2  
**HOT PRICE 6.99**  
TIDE Laundry Detergent 1.24-1.36 L, Pods 15-20 pk, BOUNCE or GAIN Sheets 60-120 pk or TIDE or DOWNY Rinse & Refresh 754 mL

**HOT PRICE 4.47**  
ARMSTRONG Cheese 400 g, Shreds 300-320 g or SAPUTO Mozzarella 500 g  
Triple Cheddar

Scene+ **DIGITAL EXCLUSIVE** OFFER AVAILABLE APRIL 18-24, 2024  
SPEND \$50 OR MORE, GET **500 PTS** WHEN YOU LOAD THIS OFFER in the Sobeys app or at MyGroceryOffers.ca  
Scan QR code to download or open the app

Prices and offers in effect April 2024 Newfoundland  
THU 18 | FRI 19 | SAT 20 | SUN 21 | MON 22 | TUE 23 | WED 24  
**so many deals**  
Scan here for our full digital flyer

SOBEYS\_WKS1\_P01\_LATL\_NFLD

18/04/2018

Scene

# MEMBER

## PRICING

### 2 Day sale

THUR 18  
FRI 19



# 1.99

with Scene+ Card  
Members SAVE \$1.50

3.49

without Scene+ Card and Rest of Week  
LAY'S Potato Chips 220-235 g,  
Poppables 130 g or Baked 177 g

### TURN POINTS INTO GROCERIES



FLEECY Fabric Softener  
1.22-1.36 L or Dryer Sheets  
80 pk

### Get 1000 PTS

When you spend \$20 or more on any of these participating Fleecy, Colgate, Speed Stick, Irish Spring or Softsoap products.

That's like \$10 toward your groceries



COLGATE Toothpaste, Toothbrush or Mouthwash  
70 mL-1 L or 1-4 pk.  
SPEED STICK 45-85 g, IRISH SPRING Bar Soap 6 pk or SOFTSOAP Hand Soap 332 mL selected



1000 Points = \$10 of free groceries

SOBEYS\_WK37\_FLOUATL\_KS\_NL\_PJL\_NFLD



**Good in  
your belly,  
peanut butter  
and jelly!**

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

KRAFT Peanut Butter 750 g-1 kg



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

SMUCKER'S Pure Jam 310-500 mL (excludes raspberry)



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

NUTELLA Hazelnut Spread 375 g

Perfect on toast!



**+200 PTS**  
when you buy 2

COMPLIMENTS ORGANIC Peanut Butter 500 g



**2/\$6**

DEMPSTER'S Whole Grain Bread 600 g or Bagels 6 pk



**3.49** /lb  
Fresh Pork Shoulder Picnic Roast rock removed 7.65/kg

Try our Slow Cooker Smokey Applewood Pulled Pork Sandwiches recipe at [Sobeys.com](http://Sobeys.com)

**5.99** COMPLIMENTS Muffins 4-6 pk 400-600 g

**4.49** STARTING AT  
Panini or Calabrese Buns 6 pk 250-480 g or Winnipeg Style Light or Light Fye Bread 458 g

**7.99** COMPLIMENTS Bay Scallops 80-120 ct per lb 340 g or MARINA DEL REY Wild Argentinian Raw Shrimp selected 300 g

**11.99** SCHNEIDERS Smokies 900 g, MAPLE LEAF Prime Breaded Chicken-Wings, Strips, Nuggets, Burgers or Stuffed Chicken Cutlets or SCHNEIDERS Breaded Chicken or Pork Schnitzel 450-695 g

**5.99** PANACHE Breakfast or Dinner Pork Sausages 375-500 g, LARSEN Wieners 900 g or SCHNEIDERS Juicy Jumbos or Stadium Size Footlong Wieners 375-450 g selected

**3.99** COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA 142 g

**88¢** with Scene+ Member Card  
**99¢** without Scene+ Member Card  
Bulk Corn product of USA

**2/\$8** COCA-COLA or PEPSI Soft Drinks 6x710 mL

**3/\$5** POWERADE 710 mL, PEACE TEA 695 mL, SPARKLING ICE 503 mL or CADBURY King Size Bars 66-90 g

**2/4.50** PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

**5.99** DAIRY ISLE Butter 454 g

**4.29** COFFEE MATE Coffee Creamers 828 or 946 mL or Chocolate Milk 2 L brands vary by province

**8.99** KELLOGG'S Jumbo Cereal selected 700 g-1.2 kg

**12.99** NABOB Roast and Ground Coffee 915-930 g, COMPLIMENTS Whole Bean Coffee 907 g, Pods 30 pk or TWININGS Earl Grey or English Breakfast Tea 100 pk

**4/\$5** CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL

**3.97** PHILADELPHIA Cream Cheese select varieties 227-250 g

**3.49** DR. OETKER Momenti, Panini or Garlic Fingers 160-317 g

**3.99** BECEL Margarine 427 g, Bricks or Plant-Based Sticks 454 g

**STARTING AT 7.99** HEINZ Ketchup 1.5 L or KRAFT Miracle Whip 1.5 L

**3/\$5** CLOVER LEAF Skipjack Tuna 170 g or Flavoured 85 g

**3.99** DEL MONTE Fruit Cups 4 pk 107-112.5 mL

**6.49** CHARMIN Bathroom Tissue 8-24 rolls or BOUNTY Paper Towels 2-4 pk

**Scene+ GET 500 PTS FOR EVERY \$100 SPENT IN ONE ALL GIFT CARDS!**

Offer valid during April 18 - 24, 2024. Sorry no rainchecks or price matching. Offer valid only on One4All \$25-\$500 size gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Test proceeds for product loss and logo identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. No base Scene+ points earned for current week to earn Scene+ points. All weekly Scene+ offers include taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards. Fluid dairy products in Atlantic regions, pre-paid cards, postal products, all services, Western Union, NetScout/Ten Network/Starlink/Starlink services and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, battery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redem 1000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <http://www.sobeyscapital.com/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene+ Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Newfoundland, Supplement to The Sobeys Star.

S0BEYS\_MK51\_08C\_ATL\_NFLD

# LOAD IT TO GET IT!

Get up to **700 PTS**

Load offers in the **Sobeys app** or at **MyGroceryOffers.ca**

That's like **\$7** toward your groceries



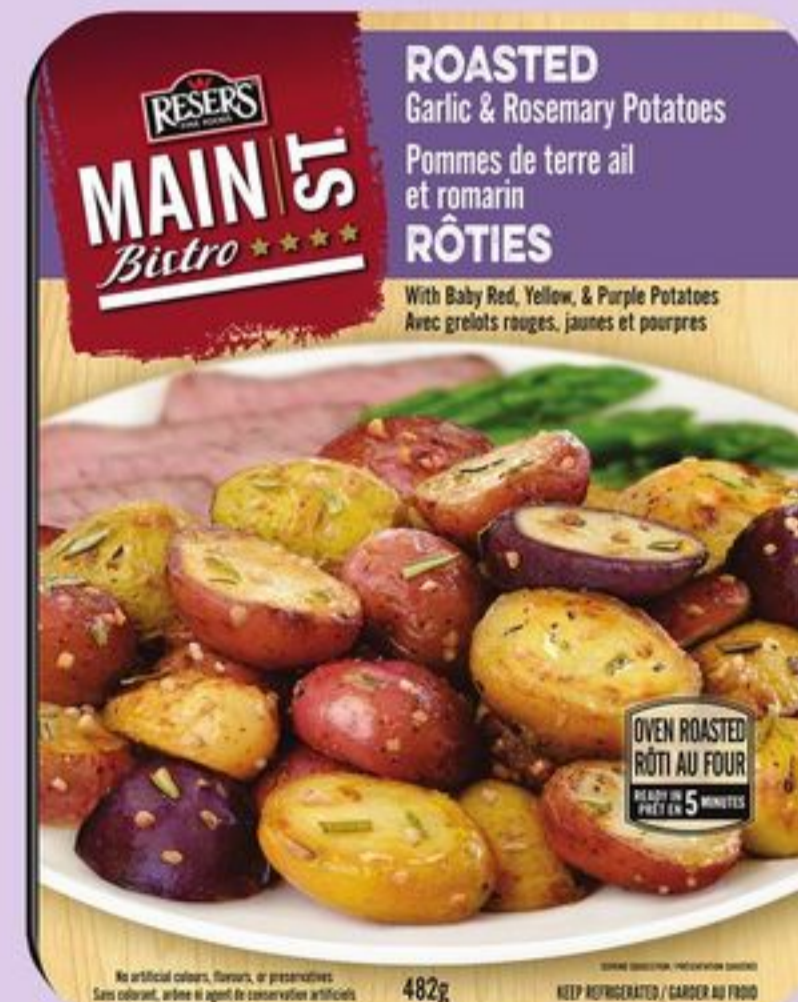
READY FOR YOU

Get **250 PTS** when you spend **\$15 or more**

Ready for You Seafood

Get **200 PTS** when you buy 2

COMPLIMENTS Snack Crackers 200-225 g



Get **250 PTS** when you buy 2

RESER'S or Main Street Bistro Side Dishes 567-680 g

**Scene+ DIGITAL EXCLUSIVE**

Download on the **App Store**

GET IT ON **Google Play**

Offer valid April 18<sup>th</sup> to April 24<sup>th</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:  
**Gnocchi with  
Caramelized  
Cauliflower**

only  
**\$5** \* per  
serving  
or  
less

Get recipe

CAMPBELL'S Vegetable Broth 900 mL

COMPLIMENTS Gnocchi 350 g

PANACHE Parmigiano Reggiano product of Italy 200 g

Cauliflower product of USA or Mexico

Garlic

**PRICE LOCK**

**new LOWER PRICE**

\*You can make this recipe for \$5 or less per portion, based on pricing in-store and in the April 18th to April 24th, 2024 weekly flyer. Stated cost does not include basic household pantry items. Stated cost is based on amount of each ingredient required in recipe.

LOOK FOR **1000+** ITEMS THAT ARE **PRICE LOCKED** AND AT NEW LOWER PRICES THROUGHOUT THE STORE

# 1000+

ITEMS ARE **PRICE LOCKED**  
OR AT NEW LOWERED PRICES

<p><b>new LOWER PRICE</b></p> <p><b>BUY MORE SAVE MORE</b></p> <p><b>2.99</b></p> <p>ea when you buy 3 or more</p> <p>COMPLIMENTS Herbs 20-28 g assorted varieties 3.29 ea</p>	<p><b>new LOWER PRICE</b></p> <p><b>3.99</b></p> <p>From Canada</p> <p>COMPLIMENTS ORGANIC Sliced Mushrooms product of Canada 227 g</p>
<p><b>new LOWER PRICE</b></p> <p><b>5.99</b></p> <p>/lb</p> <p>PANACHE Flattened Chicken Lemon Greek, jerk or Portuguese 13.21/kg</p>	<p><b>new LOWER PRICE</b></p> <p><b>3.99</b></p> <p><b>75¢</b> when you buy 2</p> <p>COMPLIMENTS Salads 426-454 g regular potato, creamy coleslaw, macaroni or other selected varieties</p>
<p><b>new LOWER PRICE</b></p> <p><b>4.99</b></p> <p>HUNGRY-MAN Frozen Dinners 360-455 g</p>	<p><b>new LOWER PRICE</b></p> <p><b>3.49</b></p> <p>COMPLIMENTS Cookies selected 300-350 g</p>
<p><b>new LOWER PRICE</b></p> <p><b>12.99</b></p> <p>COMPLIMENTS All-Purpose Flour 10 kg</p>	<p><b>new LOWER PRICE</b></p> <p><b>3.79</b></p> <p>CAVENDISH FARMS Restaurant Style Fries 540-750 g</p>

## BUDGET PLEASERS!

Look for these symbols while you shop

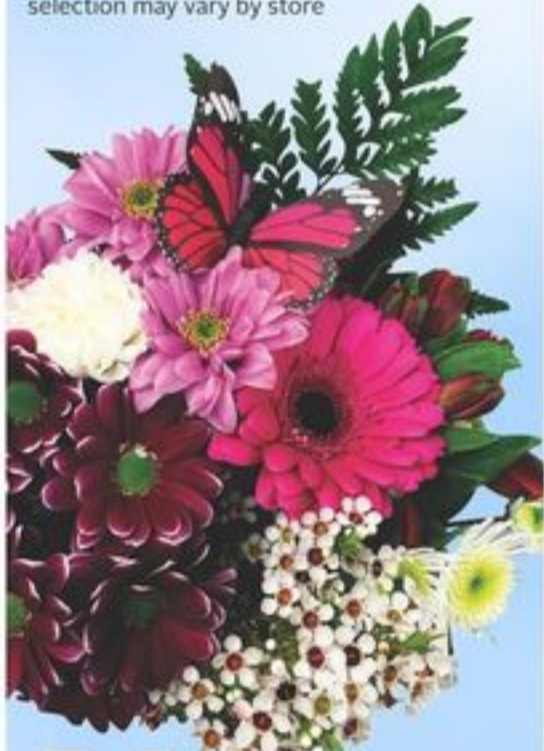
<p><b>special OFFER</b></p> <p>Extended offer for 4+ weeks</p>	<p><b>BUY MORE SAVE MORE</b></p> <p>Save when you stock up on more</p>	<p><b>WEEKLY SPECIAL</b></p> <p>Spotlight on weekly specials</p>	<p><b>SAVE this week</b></p> <p>Amazing limited-time price</p>	<p><b>Scene+</b></p> <p>1000 = \$10 in FREE groceries</p>	<p><b>Scene+ MEMBER PRICING</b></p> <p>Reduced pricing for Scene+ members</p>	<p><b>compliments</b></p> <p>Love it or it's free*</p> <p><small>*For details see Compliments.ca</small></p>
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Look what's blooming!



27<sup>99</sup>

Ready-to-Go Arrangement selection may vary by store



16<sup>99</sup>

Administrative Professionals' Day Bouquet selection may vary by store



10<sup>99</sup>

Design Your Own Bouquets



14<sup>99</sup> Assorted Blooming "Thank You" Plants

STARTING AT 19<sup>99</sup> Phalaenopsis Orchid in Ceramic selection may vary by store

Break out the smoker and get cooking!

Master classic ribs!

7<sup>99</sup> /lb

Fresh Beef Back Ribs cut from Canada AA grade beef 17.61/kg



BUY MORE SAVE MORE

2<sup>99</sup>

COMPLIMENTS Herbs assorted varieties 20-28 g 3.29 ea



Fall off the bone!

3<sup>99</sup> THE LITTLE POTATO COMPANY Potatoes Garlic Herb and Savory Herb Kit product of Canada 454 g



family size

3<sup>79</sup> /lb

COUNTRY RIBBON Fresh Chicken Legs 8.36/kg



Buy 1 COMPLIMENTS Fresh Pasta 1 kg or Sauce 580 mL get 1 BOURSIN Cuisine 220 g

FREE

5 EASY WAYS to turn your BBQ into a multifaceted grill!

www.sobey.com/en/articles/turn-your-bbq-into-a-multifaceted-grill/



7<sup>99</sup> MARIE CALLENDER'S Frozen Meals 680-870 g



4<sup>99</sup> NATREL Mochi Ice Cream 210 mL



2<sup>49</sup> LACTANTIA Flavored Butter 125 g 2.99 ea



2/\$6 GAY LEA Sour Cream 425-500 mL



200 PTS when you buy 2 NESTEA or PEACE TEA 12x341-355 mL



2/17 PERRIER 8x330 mL or SAN PELLEGRINO Sparkling Water 6x330 mL



150 PTS when you buy 2 BIG B Soft Drinks 12x355 mL



150 PTS when you buy 3 COMPLIMENTS Kettle Chips 200 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



Time to enjoy all-natural smoky flavoured, tender and juicy meat and fish.

**Bring on the brisket!**

**7<sup>99</sup>** /lb  
Fresh Boneless Beef Brisket Pot Roast or Portions cut from Canada AA grade beef 17.61/kg

**1000 PTS** when you buy 1

That's like **\$10** toward your groceries

**4<sup>99</sup>** /lb  
Fresh Whole Skinless Pork Belly cryovac 11.00/kg

*Minimum tender!*

*Put it on a bun.*

**3<sup>99</sup>** Kaiser Buns 6 pk \$2.00 or 4.29 ea

**11<sup>99</sup>** /lb  
Coho Salmon Fillets product of Chile or Wild Mink Salmon product of Norway previously frozen 25.43/kg

*Smoke fish with flavoured wood chips!*

**4<sup>99</sup>** /lb  
Fresh Pork Loin Back Ribs cryovac 11.00/kg

**125** STARTING AT  
FRESH CHOICE Oysters subject to availability

**Sauce your ribs!**

**4<sup>29</sup>** DEMPSTER'S Signature Hamburger or Sausage Buns 6-8 pk

**3<sup>99</sup>** STAGG Chili 425 g

**9<sup>99</sup>** BBQ PIT BOYS or CUSO'S Seasonings and Spices 142-408 g

**4<sup>99</sup>** CLUB HOUSE La Grille Wet Rubs 200 mL

**6<sup>99</sup>** GOOD FOOD FOR GOOD Ketchup or BBQ Sauce 250 mL

**3<sup>99</sup>** COMPLIMENTS ORGANIC Mustard 225-325 mL

**5<sup>99</sup>** BOUNTY Paper Towel 2-3 rolls or Napkins 200 pk

**20% off** HANDI-FOIL Roasters selected varieties

**5<sup>99</sup>** ALCAN Foil 50-100 ft or REYNOLDS Unbleached Parchment Paper 75 ft Sheets 40 pk or Air Fryer Liner 50 pk

**1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES**

Look for these symbols while you shop

**NEW LOWER PRICE**

**PRICE LOCK**

SOBEYS\_WKS1\_P03\_ATL\_NFLD

# Make your own salad

 <p><b>2.99</b> Romaine, Green or Red Leaf Lettuce product of USA</p>	 <p><b>2.99</b> Bunched Radishes product of USA or Mexico</p>	 <p><b>3.49</b> <b>+50 PTS</b> when you buy 1 Bunched Carrots product of USA</p>	 <p><b>2.99</b> Roma Tomatoes product of Mexico no 1 grade 6.59/kg</p>
 <p><b>2.49</b> <b>From Canada</b> Long English Cucumbers product of Canada, Canada no 1 grade</p>	 <p><b>3.99</b> <b>From Canada</b> COMPLIMENTS ORGANIC Sliced Mushrooms product of Canada 227 g</p>	 <p><b>6.49</b> TAYLOR FARMS Chopped Salad Kits product of USA 312-383 g</p>	 <p><b>15% off</b> Prepared Daily Chicken Caesar Salad or Regular or Tropical Fruit Salad assorted sizes</p>

## Fruity Fresh...



**2.99**  
Gala Apples product of Canada fancy grade or Bartlett Pears product of Argentina 6.59/kg



**5.79**  
Limes product of Mexico 454 g

**6.99** **+50 PTS**  
when you buy 1  
Honeydew Melon product of Guatemala



**2/\$5**  
Large Red Mangoes product of Mexico

## Veggie love...



**Buy 1 Get 1 FREE**  
Produce Reusable Bags  
\*of equal or lesser value

**4.49** **+50 PTS**  
when you buy 2  
Foil Potatoes product of Atlantic Canada 4 pk



**2.29**  
Assorted Squash product of Mexico 5.05/kg

**1.29** **From Canada**  
Green Cabbage product of Canada 2.84/kg



**5.49** **+100 PTS**  
when you buy 2  
HANDFUEL 120-150 g

**20% off**  
ROYAL NUTS Tubs selected varieties 240-400 g

## FIGHTING FOOD WASTE HAS NEVER TASTED THIS GOOD!

Discover LOOP Mission Cold-Pressed Juices and Probiotic Sodas. Perfectly good fruits and veggies that would normally go to waste are rescued and transformed into super nutritious and delicious products.

MADE IN CANADA  
MISSION GOOD FOR YOU & THE PLANET TOO!



**9.99** LOOP Wellness Shots 4x73 mL

**2/\$6** LOOP Iced Tea 355 mL

**2/\$6** LOOP Probiotic Soda 355 mL

**4.99** LOOP Cold-Pressed Juices or Smoothies 355 mL



**7.99** **Scene+ MEMBER**  
with Scene+ Card

**8.99** without Scene+ Card

LOOP FOUNDERS  
DAVID CÔTE &  
JULIE POITRAS-SAILLIER

## floral available at most stores April 22<sup>nd</sup> Celebrate Earth Day!



**27.99** Succulent Garden in ceramic

**2/\$9** Hens & Chicks 4" pot

**9.99** Mini Rose Aroma 4" pot

**17.99** **+100 PTS**  
when you buy 1  
Farm Fresh Bouquet

**BUDGET PLEASERS!** Look for these symbols while you shop

**Scene+ MEMBER** 1000 pts = 10 in FREE groceries Reduced pricing for Scene+ members



**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 Sobey's

**8.99** /lb  
STERLING SILVER Fresh Boneless Sirloin Tip Oven Roast or Marinating Steak family size cut from Canada AAA grade beef 19.82/kg

**9.99** /lb  
Fresh Boneless Top Sirloin Grilling Steak or Premium Oven Roast family size cut from Canada AA or USDA Select grade beef while supplies last 22.02/kg

**200 PTS** when you buy 1 pkg

**4.99** /lb  
COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings family size 11.00/kg

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

Fully cooked!

**150 PTS** when you buy 1 pkg

**9.99**  
ARBUTUS FARMS KITCHEN Carrot & Roasted Garlic or Caramelized Onion & Roasted Garlic Cooked Potatoes 1 kg

**2.99** /lb  
Fresh Pork Hock 6.59/kg

**150 PTS** when you spend \$10

**5.99** /lb  
Store Made Sausage Stuffed Mushroom Caps Honey Garlic or Sweet Italian or Stuffed Bell peppers with Lean ground beef 13.21/kg

**100 PTS** when you spend \$10

**4.99** /lb  
Cornish Hens frozen grade A 11.00/kg

**17.99**  
Seasoned Lamb Loin Chops Greek & Lemon or Provençal Herbs 26.43/kg

**bison**  
GROWN AND RAISED by Canadian Ranchers  
Raised without Antibiotics

**11.99**  
NOBLE PREMIUM BISON Top Sirloin Steak 226 g

**9.99**  
NOBLE PREMIUM BISON Steak Cubes or Inside Round Steak 226 g

**14.99**  
NOBLE PREMIUM BISON Ribeye Steak or Striploin Steak 226 g

**So easy**  
Prepared in-store

**5.99** /lb  
Fresh BBQ Whiskey or Honey Garlic Marinated Pork Loin Back Ribs 13.21/kg

**400 PTS** when you spend \$15

**8.99**  
STERLING SILVER Fresh Boneless Sirloin Tip Roast Royale seasoned with prime rib fat added cut from Canada AAA grade beef 19.82/kg

**quick & easy**

**100 PTS** when you buy 2

**9.99**  
LILYDALE Oven Roasted Chicken or Turkey 300 g

**2.49** ea  
MAPLE LODGE FARMS Chicken Wieners 450 g

**8.99**  
PILLER'S Turkey Bites, Mini Pepperoni or Salami Sticks 300-500 g

**2.49**  
BOB'S Bacon 375 g

**Buy 2 Get 1 FREE**  
BEYOND MEAT Plant-Based Ground Beef, Burgers, Breakfast or Dinner Sausages or Chickenless Tenderloins or Nuggets 226-678 g starting at 8.99

**6.99**  
SCHWEIDERS Individual Meat Pies, Quiche or Mini Sizzlers, Oktoberfest Sausages or Sausage Rounds frozen 330-400 g

**110 PTS** when you buy 1

**10.99**  
COMPLIMENTS Beef, Chicken or Vegetable Lasagna or Mac & Cheese or Chili 907 g-1 kg or PANACHE Fisherman's Pie 800 g

**500 PTS** when you buy 1

**24.99**  
YES! DELICIOUS Oven Roasted Style Chicken Wings with Sweet or Bold BBQ Sauce minimum 23 wings 1.5 kg or HEAT DISTRICT Steakhouse Marinated & Seasoned Chicken Wings 1.36 kg

**1000+** ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES  
Look for these symbols while you shop

**PRICE LOCK**  
NEW LOWER PRICE

SOBEYS\_WWS1\_POS\_ATL\_NFLD

# WISE CHOICES

## KEEP ROLLING IN

Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.



**9.99** /lb  
Wild North Atlantic Cod Fillets product of Newfoundland frozen or previously frozen 22.02/kg

This fish's population is healthy. The various fishing methods utilized limit habitat damage and impacts to marine life.



Our COMPLIMENTS shrimp are sourced from regions with strong management practices, meaning they're able to greatly limit impacts on the surrounding environment and ecosystem.

The Crab Cakes are made with Certified Maryland "True Blue" Crab Meat, which is harvested in a sustainable manner and are Ocean Wise recommended.



**3.50** ea

Authentic Maryland Crab Cakes 120 g frozen or previously frozen or 2 pack of cakes for \$7



**STARTING AT 7.99**  
COMPLIMENTS Cooked or Raw Shrimp  
71-90 ct per lb 340 g

**STARTING AT 1.25** ea

Fresh Choice Oysters product of Atlantic Canada subject to availability



Oyster farming is associated with a host of ecosystem services and ecological benefits to water quality, nutrients, provision of habitat and shoreline stabilization.



**14.99**

COMPLIMENTS Cooked Shrimp in bag with cocktail sauce 680 g

Let's do OurPart™ for future generations.

[Learn more](#)

# seafood

<p><b>STARTING AT 7.99</b> COMPLIMENTS Raw Shrimp 71-90 per lb 340 g</p>	<p><b>3.50</b> Authentic Maryland Crab Cakes 120 g frozen or previously frozen</p>	<p><b>4.99</b> COMPLIMENTS Crab Flavoured Seafood 454 g or ANCHOR'S BAY Cooked Mussel or Clam Meat or Seafood Medley 340-360 g</p>	<p><b>4.99</b> COMPLIMENTS NATURALLY SIMPLE Cod or Haddock Loins 227 g 5.99 ea</p>
<p><b>\$3</b> TRUE NORTH Atlantic Salmon Burgers 130 g frozen or previously frozen or 2 pk burgers for \$6</p>	<p><b>9.99</b> Wild North Atlantic Cod Fillets product of Newfoundland frozen or previously frozen 22.02/kg</p>	<p><b>14.99</b> JANES ULTIMATES Breaded or Battered Haddock or Cod 530-615 g</p>	<p><b>14.99</b> COMPLIMENTS Cooked Shrimp in bag with cocktail sauce 680 g, 40 FATHOMS Breaded Haddock or Cod Fillets 815 g or CATCH OF THE DAY Pacific Salmon Fillets 680 g</p>

# kitchen

<p><b>STARTING AT 5.79</b> WHOLLY GUACAMOLE Classic, Avocado Verde Salsa 212-284 g or 4 pk Minis 227 g</p>	<p><b>6.79</b> Donair Wrap or Select Varieties 219-290 g</p>	<p><b>3.99</b> COMPLIMENTS Salads 426-454 g regular potato, creamy coleslaw, macaroni or other selected varieties</p>	<p><b>STARTING AT 2.49</b> Pulled Chicken or Pork</p>
<p><b>5.99</b> with Scene+ Card <b>6.99</b> without Scene+ Card Snack Box chicken, egg, tuna, protein, mediterranean or hummus</p>	<p><b>BUY 1 +1</b> Whole Assorted Dagwood Sandwich 1.15 kg <b>250 PTS</b> when you buy 1 family meal deal <b>for only 18.99</b> COMPLIMENTS Salad 850-908 g regular potato, creamy coleslaw, macaroni or other select varieties Feed a family of 4 for \$4.75 ea.</p>		

# deli

<p><b>35% off</b> ILE DE FRANCE Brie works out to 3.24/100 g, Cambozola works out to 4.41/100 g or Jarlsberg works out to 4.08/100 g</p>	<p><b>6.29</b> BOURSIN Minis 130 g</p>	<p><b>30% off</b> COMPLIMENTS Provolone works out to 2.72/100 g</p>	<p><b>500 PTS</b> when you buy 2 <b>7.79</b> MONSIEUR GUSTAV Cheddar 200-250 g or AGROPUR Grand Cheddar 200 g</p>
<p><b>2.99</b> MASTRO Salami or SAN DANIELE Prosciutto selected varieties</p>	<p><b>3.49</b> COMPLIMENTS Roast Beef, Corned Beef, Pastrami or Montreal Smoked Meat selection may vary by store</p>	<p><b>75 PTS</b> when you buy 2 <b>1.49</b> OH SNAP! Pickles selected 90 mL</p>	<p><b>\$5</b> MAIN STREET DELI Sliced Deli Meats selected 250-300 g</p>

<p><b>15.99</b> Single Layer Shortcakes strawberry, fresh fruit or black forest 905-950 g</p>	<p><b>100 PTS</b> when you buy 2 <b>3.99</b> Mini Fruit Filled Strudel 4 pk 280 g</p>	<p><b>4.49</b> Danish 4 pk 375 g</p>
<b>BAKE SHOP</b>		
<p><b>175 PTS</b> when you buy 1 <b>17.99</b> 6" Fresh Fruit or Strawberry Topped Cheesecakes 650-775 g</p>	<p><b>60 PTS</b> when you buy 2 <b>17.99</b> Fresh Fruit Flan 590 g</p>	<p><b>60 PTS</b> when you buy 2 <b>4.49</b> Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g</p>
<p><b>4.99</b> without Scene+ Card with Scene+ Card Garlic Bread 540 g</p>		

**BUDGET PLEASERS!** Look for these symbols while you shop

Scene+ MEMBER 1000 pts = 10 in FREE groceries

Scene+ MEMBER Reduced pricing for Scene+ members

# So Local

Made right here  
at home



From Newfoundland  
and Labrador

**2/\$5** THE OAT COMPANY Bars  
product of Newfoundland  
and Labrador assorted  
flavours 55 g



From  
Nova Scotia

**4.99** ATLANTIC BAKERS Bread & Roll  
Mix product of Nova Scotia 1.36 kg



From  
Nova Scotia

**2.99** MR DONAIR  
Meat Sticks  
product of  
Nova Scotia  
50 g



STARTING AT

**9.99**

From Newfoundland  
and Labrador

DARK TICKLE Ice Cream product of Newfoundland  
and Labrador assorted flavours 500 mL

# frozen & dairy

 <p><b>3.99</b> Buy more save more Buy 2 or more MINUTE MAID Lemonade, FIVE ALIVE, NESTEA or FRUITOPIA 1.5L-1.75 L 4.69 ea</p>	 <p><b>4.99</b> CRACKER BARREL Slices 200-240 g or Combo 3 pk</p>	 <p><b>4.99</b> Buy more save more Buy 2 or more +100 PTS when you buy 2 LIBERTE Kefir 1 L 6.99 ea</p>	 <p><b>5.49</b> with Scanner Card 5.99 without COMPLIMENTS Cottage Cheese 750 g</p>
 <p><b>3.49</b> Buy more save more Buy 2 or more JELL-O Refrigerated Pudding or Gels or HERSEY'S Pudding 4 pk 4.49 ea</p>	 <p><b>5.99</b> PARKAY Margarine 850 g or LACTANTIA Premium Butter 250 g</p>	 <p><b>5.49</b> +200 PTS when you buy 2 KRAFT Philadelphia Dips 340 g</p>	 <p><b>5.99</b> DANONE Activia Drinkable Yogurt 8 pk</p>
 <p><b>4.99</b> HUNGRY-MAN Frozen Dinners 360-455 g</p>	 <p><b>6.99</b> +200 PTS when you buy 2 PILLSBURY Pizza Pops 8 pk or Pizza Bites 50 pk</p>	 <p><b>5.49</b> NESTLE Parlour Frozen Dessert 1.5 L or Novelties 12 pk selected varieties</p>	 <p><b>3.79</b> +100 PTS when you buy 2 CHEEMO Perogies 815-907 g</p>
 <p><b>\$6</b> Buy more save more Buy 2 or more HEALTHY CHOICE Power or Zero Bowls 262-280 g 7.49 ea</p>	 <p><b>2/\$4</b> SWANSON Pies 200 g</p>	 <p><b>6.99</b> MCCAIN Regular Fries 1.5 kg</p>	 <p><b>3.79</b> CAVENDISH FARMS Restaurant Style Fries 540-750 g</p>

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 <p><b>4.99</b> COMPLIMENTS Cozy Coop Large White Eggs 12 pk</p>	 <p><b>4.99</b> +50 PTS when you buy 1 COMPLIMENTS Greek Yogurt 650 g</p>	 <p><b>4.99</b> Buy more save more Buy 2 or more COMPLIMENTS Traditional Crust Pizza 352-446 g 5.99 ea</p>	 <p><b>2.79</b> +150 PTS when you buy 3 COMPLIMENTS Frozen Waffles 8 pk 280 g</p>
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# natural health

 <p><b>10.99</b> +250 PTS when you buy 2 MUSCLE MILK Protein Shake 4 pk</p>	 <p><b>2/\$5</b> RX Bars 52 g</p>	 <p><b>18.99</b> +250 PTS when you buy 1 CENTRUM Gummies 90-150 pk</p>	 <p><b>15% off</b> TOM'S OF MAINE Toothpaste or Mouthwash 85-473 mL</p>
 <p><b>8.49</b> THE PLANT-IT FOOD CO. Buddha Bowl 325 g</p>	 <p><b>5.99</b> RIVIERA Vegan Delights 500 g or 4 pk 460 g</p>	 <p><b>4.49</b> Buy more save more Buy 2 or more SILK Beverages 1.75L-1.89 L 5.49 ea</p>	 <p><b>8.99</b> +100 PTS when you buy 1 JUST EGG Plant-Based Egg 500 g</p>
 <p><b>10.99</b> KICKING HORSE Ground Coffee 284 g</p>	 <p><b>9.99</b> NATURE'S PATH Eco Pac Assorted Products 650-907 g</p>	 <p><b>7.49</b> SCHAR Gluten-Free Chocolate Dipped Cookies 150 g</p>	 <p><b>3.49</b> +150 PTS when you buy 4 ANNIE'S Macaroni &amp; Cheese 149-170 g</p>

**1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES**  
Look for these symbols while you shop

**PRICE LOCK**  
Now LOWER PRICE

# Taste a world of stir-frys!



STARTING AT  
**7<sup>99</sup>**  
/lb

Fresh Boneless Pork Loin Centre Stir-Fry Strips or Fresh Beef Hip Stir Fry Strips boneless cut from Canada AA grade beef 17.61/kg



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

MANN'S Snow Peas 170 g or Snap Peas 227 g product of USA or Mexico



**8<sup>99</sup>**

KIKKOMAN Soy Sauce less sodium 591 mL available in selected stores



**2<sup>99</sup>**

COMPLIMENTS Sauce 350 mL or Soya Sauce 450 mL selected varieties



**6<sup>49</sup>**

KIKKOMAN Stir-Fry Sauce 290 mL available in selected stores



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

THAI KITCHEN Fish Sauce 200 mL available in selected stores



**4<sup>79</sup>**

THAI KITCHEN Curry Paste selected varieties 112 g

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

EIGHT TREASURES Sesame Oil 185 mL







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\*For details see COMPLIMENTS.ca

[Learn more](#)



**PRICE  
LOCK**

**4.99**  
COMPLIMENTS  
Ice Cream 1.5 L

# drinks & snacks

<p><b>3.99</b> without Scene+ Card TWIZZLERS Licorice Candy 311-454 g</p>	<p><b>1.25</b> with 100 PTS when you buy 4 NESTLE Singles 38-60 g</p>	<p><b>2.99</b> BUY MORE SAVE MORE MAYNARDS Candy 150-154 g 3.69 ea</p>	<p><b>2/\$7</b> NATURE VALLEY Trail Mix or Crunchy Bars 130-230 g or BETTY CROCKER Fruit By The Foot 128-141 g</p>
<p><b>2/\$9</b> DORITOS Tortilla Chips 210-280 g</p>	<p><b>50 PTS</b> when you buy 2 PEPSI Soft Drinks select flavours 12x355 mL</p>	<p><b>19.99</b> FOLGERS or TIM HORTONS Coffee K-Cup® Pods 30 pk</p>	<p><b>4.99</b> OCEAN SPRAY Cranberry Juice or Cocktail 1.89 L</p>
<p><b>2/\$9</b> MISS VICKIE'S Kettle Chips 190-200 g</p>	<p><b>5</b> BUY MORE SAVE MORE CHRISTIE Family Size Cookies selected 303-488 g 5.49 ea</p>	<p><b>4.99</b> CHRISTIE Family Size Crackers 350-354 g or Premium Plus Crackers 450-500 g</p>	<p><b>3</b> BUY MORE SAVE MORE DARE Breton or Vinta Crackers selected 135-225 g, BOULANGERIE GRISSEL Melba, Canage or Baguettes 120-200 g 3.49 ea</p>

# meal makers

<p><b>1.49</b> without Scene+ Card MR. NOODLES Cups 64 g</p>	<p><b>1.99</b> COMPLIMENTS Beans 398 mL</p>	<p><b>2/\$5</b> COMPLIMENTS Flaked Meat 156 g</p>	<p><b>4.29</b> FRANK'S RedHot or Thick Sauce 354 mL</p>
<p><b>2.77</b> QUAKER Instant Oatmeal 168-344 g, Quick or Old Fashioned Oats 1 kg selected varieties</p>	<p><b>3.97</b> KELLOGG'S Cereal selected varieties 210-435 g</p>	<p><b>2/6.50</b> DEMPSTER'S English Muffins 6 pk</p>	<p><b>3.99</b> KRAFT Salad Dressing 425-475 mL</p>
<p><b>2.99</b> KRAFT Marshmallows Jet-Puffed 400 g</p>	<p><b>3.49</b> COMPLIMENTS Premium Baking Mixes 432-500 g</p>	<p><b>2.99</b> HOSTESS Snacks 121-262 g</p>	<p><b>3.99</b> GOLDEN DRAGON Sauces 455 mL selected varieties</p>

**compliments** Love it. Or it's free.\* 100% MONEY BACK GUARANTEE

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<p><b>2.29</b> BUY MORE SAVE MORE COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g 2.99-3.19 ea</p>	<p><b>3.99</b> COMPLIMENTS Lemonade or Iced Tea 2.84 L</p>	<p><b>6.99</b> 50 PTS when you buy 1 COMPLIMENTS Confetti Cookie Bites 400 g while supplies last</p>	<p><b>3.49</b> COMPLIMENTS Cookies selected 300-350 g</p>
<p><b>3.99</b> COMPLIMENTS Tortillas 10" 366-610 g</p>	<p><b>2.49</b> COMPLIMENTS Croutons 145 g</p>	<p><b>2.49</b> COMPLIMENTS Granola Bars 131-192 g</p>	<p><b>14.99</b> value size COMPLIMENTS All-Purpose Flour 10 kg</p>

**BUDGET PLEASERS!** Look for these symbols while you shop

<p><b>WEEKLY SPECIAL</b> Spotlight on weekly specials</p>	<p><b>BUY MORE SAVE MORE</b> Save when you stock up on more</p>	<p><b>SAVE THIS WEEK</b> Amazing limited-time price</p>	<p><b>SPECIAL OFFER</b> Extended offer for 4+ weeks</p>
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# home & pet care



**8.99** CASHMERE Bathroom Tissue 8-16 Rolls or SPONGE TOWELS 2 pk



**7.99** BEST BUY Jumbo Paper Towels 6 pk



**5.29** ZIPLOC Food Storage Bags 10-90 pk



**7.99** with Scene+ Card  
COMPLIMENTS Waste Bags 20-40 pk selected varieties



**12.99** FEBREZE Plug-Ins 2 pk  
Buy one Febreze refill get the warmer for 99¢



**5.49** MILK-BONE CELEBRATE YOUR FUR-EVER FRIEND!  
MILK-BONE Biscuits Dipped, Stacked or Celebration varieties 250-500 g



**19.99** GAIN Laundry Detergent 4.55 L



**14.99** FINISH Dish Tabs 40-60 pk or Jet Dry 9-46 mL



**11.99** GAIN Laundry Detergent 2.6-2.72 L, Flings 35 pk, DOWNY Softener 1.89-3.06 L, BOUNCE or GAIN Sheets 120-200 pk, Beads 379 g or TIDE Simply 3.3-3.4 L

# health, beauty & baby



**6.99** CREST Pro-Health Rinse or 3D White Toothpaste, ORAL-B Toothbrushes or FIXODENT 65 mL-1 L, 57-66 g or 1-2 pk selected



**8.99** CREST 3D White or Pro-Health Rinse or ORAL-B Toothbrushes 52 mL-1 L or 1-3 pk selected



**6.49** OLD SPICE 473-532 mL or IVORY 1.035 L Body Wash or CLAY Bar 4 pk selected

## Baby Days are here!

Big offers on baby essentials



**1.25** BABY BELLIES ORGANIC Snacks 8-12 g 1.49 ea



**62.99** ENFAMIL A+ Ready To Feed Formula selected 18x237 mL

Scene<sup>+</sup> Buy More, Get More!

- Get **150 PTS** when you buy 2
- Get **300 PTS** when you spend 25.00\*
- Get **1000 PTS** when you spend 150 or more on baby products

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

- Get **500 PTS** when you spend \$15 or more

**9.99** CABOO Bamboo Wipes 213 pk

NESTLE Gerber Baby Food 99-162 mL, Cereal 227 g or Snacks 42-155 g ORGANIC bundle excluded

# pharmacy

Only available at Pharmacy Locations  
\*Select products only available when a pharmacist is on duty.



**15% off** ALLEGRA Allergy Relief 30 pk or 36 pk\*



**15% off** CLARITIN Allergy Relief 40-50 pk or AERIUS 30 pk\*



**15% off** Children's ADVIL Liquid 24-100 mL or Tablets 20 pk



**20% off** FLONASE Allergy Relief Spray 60 Doses<sup>1</sup>



**15% off** POISE Pads or DEPEND Underwear selected



**15% off** ADVIL 24-50 pk selected or VOLTAREN 30-50 g

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**PRICE LOCK**

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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**  
**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

NESTLE Gerber Snacks 42-155 g 3.79 ea



**BUY MORE SAVE MORE**

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

ea when you buy 4 or more

NESTLE 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



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**Sobeys**

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play weekly to

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BABYBEL 12P,  
240G



THE LAUGHING COW  
24P, 400G



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Boursin minis  
130g



Boursin Garlic  
& fine herbs  
250g



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