

APRIL

HIT  
OF THE  
MONTH

limit 8  
after limit  
3.99 ea.



\$3

MR. BEAST FEASTABLES  
CHOCOLATE BAR  
SELECTED VARIETIES  
60 G  
21588617\_EA/21589802\_EA

limit 6  
after limit  
2.99 ea.



\$2

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

limit 6  
after limit  
2.99 ea.



Members-Only Price<sup>™</sup>  
**\$2**  
Non-members  
**2<sup>99</sup>**

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

**LOWEST PRICES  
BEST DEALS**

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



Optimum™



Members save \$5



Optimum Members-Only Price™ \$5.99 Non-members 10.99

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



Members save \$1.99

Optimum Members-Only Price™ \$5 Non-members 6.99

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



Members save \$1.11

Optimum Members-Only Price™ 4.88 Non-members 5.99

SOFTSOAP LIQUID HAND SOAP REFILL 1.47 L OR DOVE BAR SOAP 3X106 G OR BODY WASH 325/400 ML SELECTED VARIETIES 21167194\_EA/21220717\_EA

4 DAYS ONLY!

APRIL 25th TO 28th

Optimum 15,000 pts for every \$50 spent on

\$15 Value

JOE FRESH AND GENERAL MERCHANDISE INCLUDING SEASONAL PRODUCTS, KITCHEN PREP AND APPLIANCES, ELECTRONICS, SPORTING, HOME DECOR AND BED & BATH

JOE FRESH



# PRICE DROP

LOWERED  
PRICES UNTIL  
MAY 15<sup>th</sup> 2024



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

**\$3<sup>#</sup>**



**SUNCHIPS  
MULTIGRAINS  
FLAVOURED SNACKS**  
SELECTED VARIETIES  
205 G  
21370313\_EA/21370317\_EA

**2<sup>50</sup><sup>#</sup>**



**SCOPE CLASSIC ORIGINAL  
MINT OR COOL PEPPERMINT  
MOUTHWASH**  
SELECTED VARIETIES  
1 L  
20948747\_EA/20948867\_EA

**\$4<sup>#</sup>**

†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



**Zehrs™**



**SALE**  
**SAVE \$3<sup>LB</sup>**

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

**LEAN GROUND BEEF**  
FAMILY SIZE  
9.90/KG  
20357650\_KG



**SAVE**  
**AT LEAST \$2<sup>LB</sup>**

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

**CHICKEN BREASTS SKINLESS**  
BONE-IN OR **SPLIT CHICKEN**  
WINGS FAMILY SIZE  
9.90/KG  
20055906\_KG/20761916\_KG



**SALE**  
**SAVE \$2<sup>50LB</sup>**

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

**PORK BACK RIBS**  
CRYOVAC PKG 2'S  
8.80/KG  
20289672\_KG



**PC\* EXTRA LARGE GREEN OR RED SEEDLESS GRAPES**  
PRODUCT OF CHILE OR SOUTH AFRICA, NO. 1 GRADE  
5.49/KG  
20425775001\_KG/20159199001\_KG

**SALE**  
**SAVE \$1<sup>50LB</sup>**

**2<sup>49</sup>**  
**LB**



**SALE**  
**SAVE \$3<sup>50LB</sup>**

**9<sup>99</sup>**  
**LB**

**FRESH ATLANTIC SALMON FILLETS**  
FAMILY SIZE  
22.02/KG  
FRESH SEAFOOD ITEMS SUBJECT TO AVAILABILITY.  
20720065\_KG



**SALE**  
**SAVE \$4<sup>80</sup>**

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

**PC\* OR BLUE MENU\* MEAT, VEGETABLE LASAGNA OR MAC & CHEESE ENTRÉES**  
SELECTED VARIETIES  
FROZEN  
1.13 KG  
20314880\_EA/20326534\_EA



**WHEN YOU BUY 3**  
**SAVE 97¢**

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

**BARILLA PASTA**  
SELECTED VARIETIES  
340/410 G  
21404912\_EA/21515800\_EA



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

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



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

**GREEN GIANT VEGETABLES**  
SELECTED VARIETIES  
FROZEN  
400-750 G  
21022355\_EA/21022302\_EA



**SAVE**  
**AT LEAST 80¢**

**1<sup>99</sup>**

**HUNT'S PASTA OR TOMATO SAUCE**  
SELECTED VARIETIES  
369-680 ML  
20008721\_EA/20296852001\_EA



**BUY 2 OR MORE**  
**3<sup>75</sup>**  
**EA.**  
**LESS THAN 2 \$4.49 EA.**

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



**SALE**  
**SAVE \$2**

**12<sup>99</sup>**

**PC\* ROAST AND GROUND COFFEE**  
SELECTED VARIETIES  
875/930 G  
21393374\_EA/  
21393573\_EA



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

**CASHMERE BATHROOM TISSUE**  
12 DOUBLE ROLLS, SPONGETOWELS  
PAPER TOWELS  
6 ROLLS OR SCOTTIES  
FACIAL TISSUE 6'S  
SELECTED VARIETIES  
21189812\_EA/21204739\_EA

Flyer prices effective from Thursday, April 25th to Wednesday, May 1st, 2024. SEE BACK PAGE FOR DETAILS.



# Produce



**BLACKBERRIES**  
PRODUCT OF MEXICO OR  
**RASPBERRIES**  
PRODUCT OF U.S.A.  
170 G  
20051015001\_EA/20128938001\_EA

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



**FARMER'S MARKET™  
GRAPEFRUIT**  
PRODUCT OF TURKEY  
OR **NAVEL ORANGES**  
PRODUCT OF SPAIN,  
MOROCCO OR TURKEY  
3 LB  
20118409001\_EA/20162945001\_EA

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



**PLUMS** PRODUCT OF CHILE,  
NO. 1 GRADE 2 LB OR  
**JUMBO CANTALOUPE**  
PRODUCT OF GUATEMALA  
EACH  
20594316001\_EA/20167017001\_EA

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



**ONTARIO  
FARMER'S MARKET™  
ENGLISH CUCUMBERS**  
3'S OR **PC® COCKTAIL  
TOMATOES** 340 G  
PRODUCT OF ONTARIO  
20828461001\_EA/20779176001\_EA

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



**FARMER'S MARKET™  
MINI CARROTS**  
PRODUCT OF U.S.A. 2 LB OR  
**AVOCADOS**  
PRODUCT OF MEXICO 5'S  
20031454001\_EA/20142232001\_EA

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



**BROCCOLI CROWNS**  
PRODUCT OF U.S.A.  
7.69/KG  
20026161001\_KG

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



**SEEDLESS  
WATERMELONS**  
PRODUCT OF MEXICO  
OR U.S.A.  
EACH  
20067326001\_EA

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



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

**2/\$11**  
LESS THAN 2  
\$5.99 EA.



**ONTARIO  
GREENHOUSE  
BEEFSTEAK TOMATOES**  
PRODUCT OF ONTARIO  
4.39/KG  
20426141001\_KG

**1<sup>99</sup>  
LB**



**CORED PINEAPPLE**  
PREPARED FRESH  
IN-STORE DAILY  
600 G  
20503143\_EA

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

# Butcher



**ONTARIO  
BONELESS BLADE POT ROAST**  
CUT FROM CERTIFIED  
ONTARIO CORN FED  
CANADA AA GRADE  
BEEF OR HIGHER  
19.82/KG  
20797470\_KG

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



**PC® BLUE MENU™  
GROUND CHICKEN  
OR TURKEY**  
454 G  
21100091\_EA/21100092\_EA

**2/\$12**  
LESS THAN 2  
\$8 EA.



**ONTARIO  
BEEF STIR FRY STRIPS**  
CUT FROM CERTIFIED  
ONTARIO CORN FED  
CANADA AA GRADE  
BEEF OR HIGHER  
250 G  
21588067\_EA

**\$7**



**ONTARIO  
BRAISING BEEF  
SHORT RIBS**  
BONE-IN, CUT FROM  
CERTIFIED ONTARIO  
CORN FED CANADA  
AA GRADE BEEF  
OR HIGHER  
35.25/KG  
20810386\_KG

**15<sup>99</sup>  
LB**



**JOHNSONVILLE  
PORK SAUSAGE**  
SELECTED VARIETIES  
250-500 G  
20003902\_EA/20303844\_EA

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



**CANADA  
PC® FREE FROM™  
CHICKEN DRUMSTICKS  
OR THIGHS**  
AIR CHILLED,  
FAMILY SIZE  
8.80/KG  
21204934\_KG/21205092\_KG

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



**SUFRA® HALAL  
WHOLE CHICKEN  
TRAY PACK**  
1.7 KG  
21542436\_EA

**\$13**



**SCHNEIDERS  
LUNCHMATE  
STACKERS  
OR KITS**  
SELECTED  
VARIETIES  
90-132 G  
21310034\_EA/  
20770777\_EA

**3/9<sup>99</sup>**  
LESS  
THAN 3  
\$3.99 EA.



**PINTY'S CHICKEN  
WINGS**  
SELECTED  
VARIETIES,  
FROZEN  
780 G  
21507493\_EA

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



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

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



**ST-HUBERT OR  
SWISS CHALET PIES**  
SELECTED  
VARIETIES,  
FROZEN  
650-800 G  
20719334\_EA/  
21047194\_EA

**10<sup>99</sup>**

# Seafood

Fresh seafood items subject to availability.



**SHRIMP SKEWERS**  
PLAIN OR  
MARINATED,  
PREVIOUSLY FROZEN  
55 G  
21119692\_EA

**1<sup>70</sup>**

**FRESH ASC  
TILAPIA FILLETS**  
22.02/KG  
20897812\_KG

**9<sup>99</sup>  
LB**



**SEAQUEST™  
COLOSSAL PACIFIC  
WHITE SHRIMP RAW  
ZIPPERBACK® 16-20**  
PER LB 300 G OR  
**CALAMARI RINGS**  
UNCOOKED 340 G  
FROZEN  
20027170\_EA/21043887\_EA

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



**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  
20076343\_EA/  
20651933\_EA

**13<sup>99</sup>**

# Bakery

**MADE FRESH IN-STORE**



**BULK DONUTS**  
ASSORTED VARIETIES  
EACH  
20592786\_EA/21572332\_EA

**\$1**

**GARLIC LOAF**  
PAIN À L'AIL

HEAT AND SERVE | RÉCHAUFFER  
GARLIC LOAF

Members save **\$1**

Optimum  
Members-Only Price  
**2.99**  
Non-members  
**3.99**

**GARLIC LOAF**  
330 G  
21020061\_EA

**FARMER'S MARKET<sup>SM</sup> BAR CAKES**  
SELECTED VARIETIES  
675-770 G  
21500612\_EA

**13.99**

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

**8.99**

**BAKED IN-STORE**



**FRENCH, ITALIAN, WHITE OR WHEAT BREAD**  
450 G  
20345208\_EA/21377237\_EA

**\$2**

**SILVER HILLS SPROUTED BREAD**  
SELECTED SIZES AND VARIETIES  
20711960\_EA/21047070\_EA

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

**5.50 EA.**

**PC<sup>®</sup> OR BLUE MENU<sup>SM</sup> TORTILLAS**  
10 INCH  
SELECTED VARIETIES  
20182857\_EA/20189559\_EA

BUY 2 OR MORE  
LESS THAN 2 \$3.99 EA.

**3.50 EA.**

**HOSTESS SNACK CAKES OR DONUTS**  
SELECTED SIZES AND VARIETIES  
21283746\_EA/21283752\_EA

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

**\$3 EA.**

## Great to go

Great to go items plus applicable taxes.

**BUY ANY SERVICE OR PREPACK SANDWICH**  
21362145\_EA

**\$5-9**

**GET \$1 OFF**

PEPSI SOFT DRINKS 591 ML, AQUALINA 591 ML, ROCKSTAR 473 ML, GURU 355 ML OR CELSIUS 355 ML  
SELECTED VARIETIES  
20321598002\_EA

## The Deli

**SCHNEIDERS PEPPERETTES**  
SELECTED VARIETIES  
300/375 G  
20976093\_EA

Members save **\$4**

Optimum  
Members-Only Price  
**7.99**  
Non-members  
**11.99**

**SERVICE CASE CUDDY DELI MEATS**  
20007099\_KG/20323331\_KG

**3.29 /100 G**

**GENERAL TAO FRIED RICE**  
BUTTER CHICKEN, TERIYAKI CHICKEN, SZECHUAN BEEF OR BURRITO BOWL WITH RICE  
400-475 G  
21460765\_EA/21533946\_EA

**\$8-10**

**ASSORTED CHICKEN PLATE WITH SIDES**  
CHILLED  
364-481 G  
21557793\_EA/21560810\_EA

**\$7**

**DAIYA SHREDS, SLICES OR BLOCKS**  
SELECTED VARIETIES  
185-227 G  
21070311\_EA/21207740\_EA

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

**ROOSTER<sup>®</sup> TOFU**  
SELECTED VARIETIES  
454 G  
21474765\_EA

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

**MADE FRESH IN-STORE**

**PASTA TRAYS**  
1-1.2 KG  
21395979\_EA/21395980\_EA

**\$12-15**

**INDIVIDUAL COMBO WITH WEDGES**  
361-530 G  
21086084\_EA/21022536\_EA

**\$9**

**CASTELLO HAVARTI, CHEDDAR OR BLUE CHEESE**  
SELECTED VARIETIES  
125-200 G  
21158086\_EA/20573932\_EA

**6.99**

**PC<sup>®</sup> GOAT CHEESE LOGS**  
SELECTED VARIETIES  
140 G  
20296631\_EA/20330259\_EA

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

## Floral

**MORE THAN A DOZEN TULIPS**  
SELECTED VARIETIES  
20547693\_EA

**12.99**

**DOZEN ECUADORIAN ROSES**  
ASSORTED COLOURS  
20581781\_EA/20581749\_EA

**\$25**

**DOUBLE SPIKE ORCHID IN CERAMIC**  
SELECTED VARIETIES  
20997631\_EA

**\$28**

**SUCCULENT GARDEN**  
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

**1<sup>89</sup>-5<sup>49</sup>**



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

**4<sup>99</sup>-9<sup>99</sup>**



**4<sup>99</sup>-9<sup>99</sup>**



**EMERALD CEDAR**  
CONTAINER GROWN  
4-6 FT  
EACH  
20058698\_EA

**29<sup>99</sup>**



**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<sup>®</sup> MOISTURE LOCK  
POTTING SOIL  
25 L  
21349077\_EA

**\$10**



PC<sup>®</sup> BLACK  
EARTH SOIL  
25 L  
21357992\_EA

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



PC<sup>®</sup> VEGETABLE  
& HERB SOIL  
25 L  
21349109\_EA

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



PC<sup>®</sup> FLOWER  
& GARDEN  
BED SOIL  
50 L  
21353856\_EA

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



NO NAME<sup>®</sup>  
ALL-PURPOSE  
SOIL  
50 L  
21358664\_EA

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



NO NAME<sup>®</sup>  
CEDAR MULCH  
AVAILABLE  
IN NATURAL,  
BLACK OR RED  
42.5 L  
21358531\_EA  
21358573\_EA

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



PC<sup>®</sup> ENRICHED  
LAWN SOIL  
25 L  
21349080\_EA

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



PC<sup>®</sup> GRASS  
SEED  
SELECTED  
VARIETIES  
1 KG  
21359479\_EA  
21359480\_EA

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



PC<sup>®</sup> PAPER YARD  
WASTE BAGS  
5'S  
20429980\_EA

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



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  
21579671\_EA

SEE GARDEN CENTRE  
FOR RETAILS



**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.

**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

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



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

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



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

**7<sup>49</sup>**



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

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



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

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



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

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



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

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

# Grocery



PC® AVOCADO OIL  
500 ML  
20332066\_EA

**12<sup>99</sup>**



OCEAN'S WHITE TUNA  
SELECTED VARIETIES  
170 G  
21005158\_EA

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



WHISKAS TEMPTATIONS  
CAT TREATS  
SELECTED VARIETIES  
454 G  
21012108\_EA

Members save **\$2**  
Optimum  
Members-Only Price  
**6<sup>99</sup>**  
Non-members  
**8<sup>99</sup>**



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

**2<sup>49</sup>**



KRAFT DINNER  
FLAVOURED CUPS 58 G  
OR SPECIALTY FLAVOURS  
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

**3<sup>79</sup>**



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

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



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

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



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

**9<sup>99</sup>**



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

**19<sup>99</sup>**



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

**14<sup>99</sup>**

# Taking care of your family



DOVE SHAMPOO OR CONDITIONER OR AXE HAIR STYLING SELECTED VARIETIES AND SIZES  
20338455001\_EA/210183358\_EA

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



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

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



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 MOUTHWASH SELECTED VARIETIES AND SIZES  
20301179001\_EA/21156717\_EA

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



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

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



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

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



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

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



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

**59<sup>99</sup>**

## FOR ALL YOUR GROOMING NEEDS



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



**5<sup>49</sup>** Gillette Series or Satin Care twin pack 2x198 g, Gillette Pro or Fusion shave gel 198 g, selected varieties  
20885350\_EA



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



**500<sup>0</sup>** **50¢ Value**  
**\$5<sup>99</sup>**

method liquid hand soap refill, selected varieties 828 mL/1L  
21425039\_EA



**\$6<sup>99</sup>**

method body wash selected varieties 532 mL  
21425299\_EA

method for change

## FOR HEALTHY LOOKING, BEAUTIFUL SMILES!



**4<sup>99</sup>** Crest 3D White Advanced Paste 70 mL, Oral-B Glide or Deep Clean Floss Picks selected varieties  
21506728\_EA/21092358\_EA



**5<sup>99</sup>** Crest Scope mouthwash 1 L or Crest Gum Detoxify Paste 83 mL selected varieties  
20948747\_EA/21354690\_EA



**7<sup>49</sup>** Oral-B Satin Floss 2's or Crest Pro Health mouthwash 1 L selected varieties  
20598749\_EA/20308684001\_EA



**8<sup>99</sup>** Crest Complete Outlast Paste 3's or Oral-B Battery toothbrush 1's selected varieties  
21354003\_EA/20659494\_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

**9<sup>99</sup>**



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

**10<sup>99</sup>**



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

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



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

**29<sup>99</sup>**



**BENEFUL DOG FOOD**  
SELECTED VARIETIES  
1.6/1.8 KG  
20295905001\_EA

**11<sup>99</sup>**



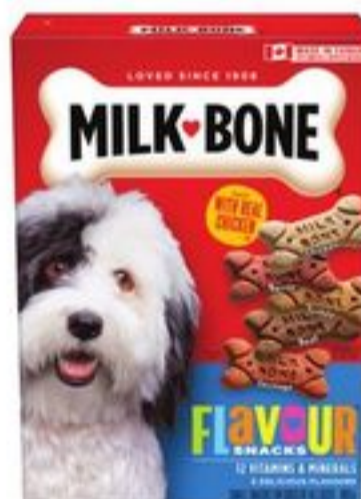
**BENEFUL INCREDI BITES**  
85 G  
21576867\_EA

**1<sup>29</sup>**



**PURINA CAT CHOW**  
SELECTED VARIETIES  
1.42-2 KG  
20319556001\_EA

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



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

**5<sup>49</sup>**



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

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



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

**13<sup>99</sup>**



**PC<sup>®</sup> NUTRITION**  
FIRST<sup>®</sup> CAT FOOD  
SELECTED VARIETIES  
2 KG  
21303270\_EA

**13<sup>99</sup>**



**PC<sup>®</sup> NUTRITION**  
FIRST<sup>®</sup> DOG FOOD  
SELECTED VARIETIES  
2 KG  
21307661\_EA

**10<sup>99</sup>**

# Seasonal



LIFE AT HOME™  
5 PIECE DINING SET  
21529586\_EA

Members save  
**\$100**

Optimum™  
Members-Only Price™  
**\$499**  
Non-members  
**\$599**

**15,000** pts

**\$15**  
Value

for every \$50\*  
spent on:

JOE FRESH AND  
GENERAL MERCHANDISE  
INCLUDING SEASONAL  
PRODUCTS, KITCHEN  
PREP AND APPLIANCES,  
ELECTRONICS,  
SPORTING,  
HOME DÉCOR  
AND BED  
& BATH

**4 DAYS ONLY!**  
APRIL 25th TO 28th



**JOE FRESH**



67,000 BTU  
28 BURGERS  
6 BURNERS

EVERYDAY ESSENTIALS™  
5+1 BURNER PROPANE BBQ GRILL  
LIMITED 1 YEAR WARRANTY  
21298117\_EA

Members save  
**\$80**

Optimum™  
Members-Only Price™  
**\$419**  
Non-members  
**\$499**



EVERYDAY ESSENTIALS™  
3 PIECE BISTRO SET  
AVAILABLE IN BLACK OR BONE WHITE  
21528749\_EA/21298095\_EA

Members save  
**\$40**

Optimum™  
Members-Only Price™  
**\$99**  
Non-members  
**\$139**



PC™ RETRO COOLER  
BLACK OR MINT, HOLDS 110-355 ML  
CANS WITH 26 POUNDS OF ICE  
21480391\_EA/21480408\_EA

Members save  
**\$100**

Optimum™  
Members-Only Price™  
**\$149**  
Non-members  
**\$249**



PC™ CHARCOAL SPIDIENI GRILL  
FITS 43 SKEWERS, INCLUDES TWO  
INTERCHANGABLE STAINLESS STEEL  
GRATES AND CARRY COVER BAG  
LIMITED 5 YEARS WARRANTY  
21524440\_EA

Members save  
**\$20**

Optimum™  
Members-Only Price™  
**\$129**  
Non-members  
**\$149**

**BUY 1 GET 1 50% OFF**

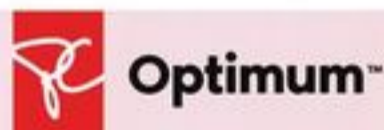
LIFE AT HOME™ ACCENT, SEAT  
OR HIGH BACK PATIO CUSHIONS  
SELECTED VARIETIES, SECOND  
ITEM MUST BE OF EQUAL OR  
LESSER VALUE  
\$16-39  
21528068\_EA/21528299\_EA



LIFE AT HOME™  
OUTDOOR SOLAR  
LANTERNS OR  
STRING LIGHTS  
SELECTED VARIETIES  
21382933\_EA/21386986\_EA

**SALE**  
SAVE UP TO

**30%**



**Our bonus  
redemption  
event is on.\***

April 25 - May 1 | In-Store Exclusive

[FIND A STORE](#)

**JOE FRESH**

\* Visit [www.joefresh.com/offerdetails](http://www.joefresh.com/offerdetails) for full details

REDEEM  
**30K** pts  
FOR \$40 OFF

THAT'S AN  
EXTRA  
**\$10!**

REDEEM  
**50K** pts  
FOR \$75 OFF

THAT'S AN  
EXTRA  
**\$25!**



# Home



BLACK & DECKER APPLIANCES  
SELECTED VARIETIES  
20960122\_EA/21513969\_EA

**SALE**  
SAVE UP TO

**15%**

**15,000** pts

**\$15**  
Value

for every \$50\*  
spent on:

JOE FRESH AND  
GENERAL MERCHANDISE  
INCLUDING SEASONAL  
PRODUCTS, KITCHEN  
PREP AND APPLIANCES,  
ELECTRONICS,  
SPORTING,  
HOME DÉCOR  
AND BED  
& BATH

**4 DAYS ONLY!**  
APRIL 25th TO 28th



**JOE FRESH**



T-FAL INTUITION  
OR PLATINUM  
COOKWARE OR SETS  
SELECTED VARIETIES  
20972338\_EA/21470675\_EA

**SALE**  
SAVE

**20%**



EVERYDAY ESSENTIALS®  
APPLIANCES  
SELECTED VARIETIES  
20020568\_EA/20121544\_EA

**SALE**  
SAVE UP TO

**15%**



PC® STAINLESS  
STEEL GADGETS  
21216316\_EA/21216318\_EA

**SALE**  
SAVE UP TO

**20%**



SODASTREAM  
CO2 CYLINDER  
OR \$19.99 EA.  
FOR EXCHANGED  
21128469\_EA/21475557\_EA

**39.99**

SODASTREAM  
CLASSICS  
440 ML OR  
BUBLY SYRUPS  
40 ML  
SELECTED  
VARIETIES  
21361021\_EA/21361500\_EA



**2/\$12**  
LESS THAN 2  
6.99-7.99 EA.



PC® TRITAN PANTRY,  
PC® CLICK & STORE OR  
PC® PANTRY STORAGE  
CONTAINERS  
SELECTED VARIETIES  
20786342\_EA/21350618\_EA

**SALE**  
SAVE UP TO

**20%**



PC® METAL BAKEWARE  
SELECTED VARIETIES  
21494804\_EA/21494818\_EA

**SALE**  
SAVE

**20%**



LIFE AT HOME™ KITCHEN  
TERRY TEA TOWELS  
21541262\_EA/21541261\_EA

**SALE**  
SAVE UP TO

**25%**



PC® ORGANICS  
SHEET SETS  
SELECTED VARIETIES  
21289184\_EA

**SALE**  
SAVE UP TO

**30%**



LIFE AT HOME™  
SINGLE WICK CANDLE  
ASSORTED SCENTS  
21414437\_EA/21414475\_EA

Members  
save  
**\$2**

Optimum  
Members-Only Price™

**\$8**

Non-members  
**\$10**

**BUY 1 GET 1 50% OFF**

LIFE AT HOME™  
3 WICK CANDLE  
ASSORTED SCENTS, SECOND  
ITEM MUST BE OF EQUAL OR  
LESSER VALUE  
\$16  
21541249\_EA/21541281\_EA





**Lindt LINDOR**

Melt into a moment of bliss.

**75 Years**



**Lindt GHIRARDELLI Bars** SELECTED VARIETIES 100 g  
21521197\_EA  
**3/10<sup>50</sup>** 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  
**3/10<sup>50</sup>** LESS THAN 2 \$3.99 EA.

**Lindt LINDOR Bags** SELECTED VARIETIES 150 g  
21390291\_EA  
**6<sup>99</sup>**

**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**

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



**6<sup>99</sup>** Maple Leaf® Natural Selections® Sliced Deli Meats 125-175 g  
20009282\_EA/20065285\_EA

**SCHNEIDERS**

**100% DELICIOUS TASTE.**

**25% LESS SODIUM.**



**6<sup>99</sup>** 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<sup>pts</sup>**  
PC Optimum® Points



Heinz Ketchup 750 mL - 1 L  
Miracle Whip Spread 650 - 690 mL  
Selected varieties  
20069080\_EA/20298681001\_EA  
**\$5<sup>99</sup>**

Kraft Singles Process Cheese Product  
Selected varieties 410 g  
21188654\_EA  
**\$5<sup>99</sup>**

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

Pure by J.L. Kraft Dressings  
Selected varieties 355 mL  
21581429\_EA/21581659\_EA  
**\$6<sup>49</sup>**

Kraft Salad Dressings  
Selected varieties 425 - 475 mL  
21584850\_EA  
**\$4<sup>49</sup>**

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

**\$6<sup>99</sup>** Betty Crocker™ Gluten Free Golden Cake Mix 425 g  
20379076002\_EA

**\$6<sup>99</sup>** 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<sup>pts</sup>**  
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.

**NEW LIMITED EDITION**

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



**NEW FRUITY EDITION**

**\$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\***

\*vs. Leading USA 1-Ply Bargain Brand

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

**MORE ABSORBENT**

**+50% MORE ABSORBENT\***

\*vs. leading ordinary brand.

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

**6.12 DOUBLES**

**Bounty** The Quicker Picker Upper

**THICKER AND MORE ABSORBENT\***

\*vs. the leading US 2-ply napkin

**10.99** Bounty Napkin 400's 21053171\_EA

**400 White**

**Bounty Napkins** The Quicker Picker Upper

© 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  
© 2023 Henkel Canada Corporation.

**Optimum™**

**Get to FREE 3x faster\***

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

**10,501**

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.